CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION
General Offices
85 POST ST., SAN FRANCISCO
Telephones — GArfield 6554-6555

January 30th, 1931

Stinson Beach Improvement League,
Janette Rubel, Secy.,
Stinson Beach, Calif.

Dear Madam:

The Executive Board of our Redwood Empire Association is now endeavoring to allot to the Chamber of Commerce Unit an appropriation to be used to finance the first set of Redwood "miniature arch markers". It is therefore requested that your organization appoint a committee, together with your Staff Executive, the function of which would be to draw up a list of scenic, natural and historic points of interest in your vicinity -- in the order of their importance.

This should be done right away, for on the below mentioned day and date we are scheduling an Empire-wide meeting of the Chambers of Commerce Unit. At this meeting the most important points of interest in each county will be designated for marking, to be financed by the first budget allotment from the Executive Board.

The meeting will take place as follows:

10 A.M. - Wednesday, February 11th - Hotel Occidental, Santa Rosa.

The Chairman of your Markers Committee and your Secretary, should by all means attend the above meeting, that the whole plan might meet with your entire satisfaction.

Please name your committee at once, then forward me names thereof, indicating who will attend the above meeting on your behalf, on enclosed post card.

Yours most cordially,

Stanley H. Jones

Stanley H. Jones,
President

/d

P.S. You should participate in all meetings during the day, viz:
10 A.M. - Chambers of Commerce Unit miniature arch markers.
2 P.M. - Meeting Events & Celebrations Committee, H. G. Ridgway, Chairman.

Copy.

February, 6, 1931.

Mr. J.D.Steele, District Manager,
California State Automobile Association,
San Rafael.

Dear Sir:

I have been requested by our organization to thank you for the attention you have given the matter of the signs for our community which I requested some time ago.

A very good"Caution" sign has been placed and most of our residents appreciate the good work you have done.

However, we have not as yet seen the DANGEROUS CURVE sign that we also asked to have placed on the grade as one enters town when coming north from Mill Valley or th Coast Road.This small section of road has recently been paved and cars speed over it more than ever.

Is ther just some delay in placing this sign or has it been overlooked?

Thanking you sincerely for your interest, courtesy and service, I am,

Very sincerely,

Hilda M.Grunert,

Secretary.

REDWOOD EMPIRE ASSOCIATION

85 Post Street, San Francisco, Cal., Feb. 14 1931

We hereby subscribe to the Budget of the REDWOOD EMPIRE ASSOCIATION the sum of $25.00 per annum, payable as follows:—

MARK X IN SQUARE SHOWING CHOICE

Entire Amount in Cash With Subscription—in Advance		Each Year
50% With Subscription; Balance in 6 Months—Quarterly in Advance		
25% With Subscription; Balance in 6 Months—Quarterly in Advance		

It is agreed to abide by the By-laws of said Association, and to study and act upon all referenda submitted by said Association.

This agreement shall continue in full force for at least one year, and thereafter until revoked in writing by the undersigned.

Firm Stinson Beach Improvement Assn *By*

Title *Address* Stinson Beach, Calif. *Phone*

Proposed by Executive Board *Accepted* 193

MAKE ALL CHECKS PAYABLE TO REDWOOD EMPIRE ASSOCIATION

Classification Chambers of Commerce Unit *No.*

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
Telephones — GArfield 6554-6555

Nine Counties

SAN FRANCISCO

MARIN

SONOMA

NAPA

LAKE

MENDOCINO

HUMBOLDT

DEL NORTE

JOSEPHINE

Major Objectives

To erect redwood "miniature arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto.

To lengthen stopovers of tourists and vacationists attracted into the Redwood Empire.

To develop greater interchange of travel between cities throughout the Redwood Empire.

February 10, 1931

Stinson Beach Improvement Assn.,
Attn: Janette Rubel, Secy.
Stinson Beach, California

Gentlemen:

To add strength to your own Redwood Empire Association, to render more effective and therefore more profitable to your community your Association's operation, an appropriation of $25.00 per year, by your organization, would be of material value.

For many years other Chambers of Commerce in the Redwood Empire have been making this annual $25.00 appropriation.

Your appropriation, commencing now, would aid in building a united fund for all projects undertaken by your Association, with particular reference to securing state and federal road appropriations for construction of highways; also to increasing your tourist and vacation traffic by means of an inter-city publicity and advertising schedule.

Be assured of the cooperation of your Association at all times--it is yours, it belongs to you, you are an important part of it, it is working for you continuously, and it is always at your service. Your support and interest are appreciated.

Yours most cordially,

Stanley H. Jones

Stanley H. Jones, President,
Chambers of Commerce Unit

/dp

A non-profit federation of the Chambers of Commerce and community institutions in the nine counties of the Redwood Empire — banded together to more closely support and co-operate with the non-profit inter-city and inter-county Redwood Empire Association in the matter of highway and transportation improvements; publicity and advertising; lengthening of stopovers of tourists and vacationists; and preservation of scenic assets within the Redwood Empire.

Order of Business.

Reading of Minutes and action theron.
Reports of Committees.
Reading of Communications
Unfinished Business.
New Business.
Good and Welfare.
Adjournment.

Bulletin Board Committee
Mr. Marble
" Mayers.

Committees.

Membership Committee.

Mrs.Walter Marble Chairman.
~~Mrs.Hensil~~.
Mrs.P.Grunert,
~~Mr.Mac.Campbell~~.
Mr.Selmer.

Emergency Committee.

Mr.William Lawrence.
Mr.William Airey.
Mr.A.H.Upton.
Mr.Ed.O'Keefe.
Miss Wintermute.

Community Service Committee.

~~Mr.Hensil~~
Mr.Algar.
Mr.Frank Airey.
Mr.Walter Marble.
Miss Wintermute.

Publicity Committee.

~~Mrs.Algar.~~
Mrs.Stewart.
Mrs.Grunert,
Miss Wintermute.
~~Miss Ruble, resigned.~~

Road Committee

~~Mr.N.L.Fitzhenry and~~
the ~~Emergency~~ Committee.

Highway Improvement Committee.

~~Mr.Walter Marble~~
~~Mr.Paul Grunert,~~
Mr. R. J. Airey
Mr. A. H. Upton
Mr. N. L. Fitzhenry.

~~Highway Sign Committee~~

~~Mr.N.L.Fitzhenry.~~

~~Judge Upton committee of one to collect for seal.~~

~~Bolivar Bay Dredging Improvement: Paul L. Grunert~~
~~Walter B. Marble.~~

Auditing Committee - Paul Grunert, Lorine Airey.
~~AA~~ James Mayers

March 1. 1931.

Mr. and Mrs. Hagenbuch ask that the Club consider the question of writing a letter to Marvelous Marin Inc., or any other organization, asking their cooperation in a complaint about the service given by the Richmond, San Quentin Ferry Co.

This Ferry has no competition and gives very poor service. The price to cross for a car and two persons is $1.09 one way without any reduction for a return ticket. There is also a long wait every Sunday evening as the service is not adequate.

This company recently purchased the franchise for the Richmond - San Rafael Bridge and is apparently not intending to build the bridge because they have too profitable a business in the Ferry.

Mrs. Hagenbuch states that the Ferry company is up for a hearing before the Railroad Commission at present and that this would be a very good time to file a complaint if the Club so decided.

Better service would affect travel from the east bay district to Marin County to a considerable extent.

Decy write - Marvelous Marin

March 9, 1931.

Marvelous Marin Inc.,
San Francisco.

Dear Sirs:

I am writing in beHalf of our organization to ask if Marvelous Marin would sponsor a complaint, or cooperate in a complaint, about the service given by the Richmond, San Rafael Ferry Company.

We have been given to understand that the Ferry Company is up for a hearing before the Railroad Commission at present and we feel that this is the time to take some action upon the poor service they have been giving the public.

Many of our property owners here come from the east bay district and they all complain about the long delay on Sunday evenings.

The Ferry Company has purchased the Richmond, San Rafael Bridge franchise and it is almost a certain fact that they do not intend to build the bridge as long as they have such a monopoly and such a profitable business in the Ferry.

Note that the fare to and from Richmond is far in excess of any other ferry service on the bay for the distance traveled, and the boats much below the average in comfort.

We feel that good service pluss a lower fare would be a wonderful thing for our county, as we know that the east bay residents are anxious to come this way but seriously object to paying such an exorbitant fare for inferior service.

We hope that you will sponsor at this time some sort of a complaint to the Railroad Commission.

If our little organization can help in any way do not hesitate to call upon us and we will do all we can.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M.Grunert,
Secretary.

Telephone San Rafael 807

Headquarters Court House Annex

MARVELOUS MARIN

Incorporated
CALIFORNIA

PRESIDENT
HARRY G. RIDGWAY
SAN RAFAEL
SECRETARY
LEON C. SMITH
SAN RAFAEL
TREASURER
CHAS. A. REDDING
SAN RAFAEL
DISTRICT VICE-PRESIDENTS
FIRST DISTRICT
HARRY LUTGENS
SAN RAFAEL
SECOND DISTRICT
C. J. FLACK, SAN ANSELMO
THIRD DISTRICT
WALTER H. ROBINSON
MILL VALLEY
FOURTH DISTRICT
FR. LEO TAEYAERTS, OLEMA
FIFTH DISTRICT
CHAS. R. KENYON
WOODACRE

Marin County Chamber of Commerce SAN RAFAEL

March 12th, 1931

GOOD SCHOOLS PURE WATER

Vice Presidents
At Large
Jos. A. Stutt, Novato
W. G. Weaver, Fairfax
R. C. Doherty, Larkspur
Frank B. Anderson, Saus alito
Dan McLean, Belvedere
Harry Christensen, Fairfax
J. Ray Keaton, San Rafael
A. H. Upton, Stinson Beach
W. H. Busher, Novato
Chas. Wright, San Anselmo
R. N. Carson, Jr., Ross
Robert Anderton, Bolinas Beach

Hilda M. Grunert, Secty.
Progressive Club of Stinson Beach,
Stinson Beach, Marin County, Calif.

Dear Madam:

In reply to your letter of March 9th concerning the matter of service given and rates charged the Public by the Richmond-San Rafael Ferry Company, I desire to advise you that I have already taken this matter up with Mr. Leon Whitsell, Railroad Commissioner before whom Marvelous Marin Incorporated's case against the N.W.P. R.R. Company was heard.

I have asked him for his advice as to whether or not Marvelous Marin Inc. should file a complaint in the present hearing in order to insure action or whether the Commission of its own accord intends to cover these points.

Yours very truly,

H. G. RIDGWAY, PRES.
Marvelous Marin, Inc.

HGR:FHP

GATEWAY TO THE REDWOOD EMPIRE — AN IDEAL PLACE TO LIVE

Stinson Beach, California.
March 3, 1931.

The Marin County representative of the California State Automobile Association called upon me to-day to assure me that the Association would have a DANGEROUS CURVE sign placed on the grade entering town from the south, as soon as it was possible.

Due to nearly depleted sign fund there has been some delay but the sign will surely be placed before the summer traffic begins.

Signed,

Hilda M. Grunert
Secretary.

March 9, 1931.

The California Fish and Game Commission,
San Francisco.

Dear Sirs;

It has been called to the attention of this organization that the law in regard to Razorback Clams is being broken on this beach - Stinson Beach- by innumerable people at every low tide.

As it appears to be the strangers in our district who do not know the law, or care about depleting our beach of the clams, we would like to suggest that the Fish and Game Commission place some conspicuous signs, stating the number allowed per person etc., at each one of the local roads leading to the beach.

There are five or six such roads and there is no doubt that such signs would do some good.

Thanking you in advance for any attention you may be able to give this matter.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M.Grunert,

Secretary.

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
Telephones — GArfield 6554-6555

March 11th 1931

Nine Counties

SAN FRANCISCO

MARIN

SONOMA

NAPA

LAKE

MENDOCINO

HUMBOLDT

DEL NORTE

JOSEPHINE

Major Objectives

To erect redwood "miniature arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto.

To lengthen stopovers of tourists and vacationists attracted into the Redwood Empire.

To develop greater interchange of travel between cities throughout the Redwood Empire.

NOTICE OF ANNUAL MEETING:

Pursuant to the By-Laws, and also to clear matters having to do with erection of markers, the Chambers of Commerce Unit will meet in annual session as follows:

PETALUMA - MARCH 24TH - 10:AM - HOTEL PETALUMA

It is vitally important that your organization be represented by your President, Secretary, and as many Directors as possible.

If you have not already done so please send in, either through your County Chamber of Commerce or directly to this office, a list of those points of natural, scenic, and historic interest in and about your community, in the ORDER OF THEIR IMPORTANCE, which you believe should be marked.

These lists will all be cleared through the inter-county committee, appointed to sift such lists, which master list will then be submitted to the General Committee on the above day and place.

Officers for the ensuing fiscal year will be elected at the above meeting.

Would appreciate it if you would indicate on the attached card how many will attend representing your organization.

With warm personal regards, I am

Yours most cordially,
CHAMBERS OF COMMERCE UNIT

Stanley H Jones

Stanley H Jones
President

Encl

A non-profit federation of the Chambers of Commerce and community institutions in the nine counties of the Redwood Empire — banded together to more closely support and co-operate with the non-profit inter-city and inter-county Redwood Empire Association in the matter of highway and transportation improvements; publicity and advertising; lengthening of stopovers of tourists and vacationists; and preservation of scenic assets within the Redwood Empire.

Frederick Gabriel Hitt, Pres. and Gen. Mgr. *Mrs. Minnie Conn, Secretary-Treasurer*

Pacific States Fireworks Company

Manufacturers, Importers, Exporters

Six Acres - Fourteen Buildings at Los Gatos, California

Established 1922 Incorporated 1929 *The Fiesta State*

9th BIRTHDAY SPECIAL OFFERS

CELEBRATE HALLOWEEN
ARMISTICE DAY, THANKSGIVING DAY,
CHRISTMAS, NEW YEARS DAY, &c. and

S O C K O L D M A N ~~D E P R E S S I O N~~

WE will do OUR share by supplying you with the most of the best FIRE-WORKS (made right - here in CALIFORNIA-) for the least possible amount of your money! Fresh from the only remaining large, Independent, modern CALIFORNIA owned, controlled and operated FIREWORKS FACTORY in the State.

We were selected to put on the Giant Mt.Lassen Fireworks Eruption and Display right out of the Crater; the largest Fireworks contract in the State. (See the front-page Cover in colors and the entire page 25 of the current number (November) Popular Science.) We also made and displayed the mammoth San Francisco; Oakland, Lake Merritt; Sunnyvale Air-Base; Sacramento, Santa Cruz; Monterey, etc. etc. July 4th celebrations & others.

SPECIAL CASH WITH ORDER, BIRTHDAY BARGAINS. Open Stock, Order What You Need!

Thunder & Lightening Bombshell Salutes; Colored Star Shells; Daylight American Flags or figures, and Mortars.

Any of the above in 10	Size,-	Regular:	$2.50;	Very Special:	$1.89
" " " " " 13"	"	"	5.00;	" "	1.89
" " " " " 16"	"	"	6.00;	" "	2.89

Order one Gun to six shells; two Guns to eighteen shells; also, sixteen inch steel Guns loaned on a deposit of $3.

	Regular	Very Special
Best heavy, Brilliant Parade Torches, 10 Minute Red ----------	$4.50	$1.99
Friction Ignition Parade Torches, 15 Minute, Red ----------	7.00	2.99
Movie Flares about 50,000 Candle Power	2.00	.89
5 Lassen Crimson Volcano Flares -------	2.50	.95
100 Shot Bombardments Flash Reports --	10.00	4.95

Thousands of bargains in every description of Fireworks from the smallest to the very largest goods in existence. WIRE, 'PHONE OR WRITE.

PACIFIC STATES FIREWORKS CO.

Fred G. Hitt

Fred G. Hitt, President

P. S. F.

EDWARD MORRIS, President
FREDERICK H. MEYER, Past President
FRANK P. DOYLE, Treasurer
CLYDE EDMONDSON, General Manager
ELLIOT M. EPSTEEN, Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit · DISTRICT CHAMBER *of* COMMERCE · *Nine Counties*

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

March 12, 1931

CAPITALIZE THE TERM - "REDWOOD EMPIRE"--

It is suggested that when you compile and design your new local folders and advertising matter you feature the fact that your community is located"IN THE REDWOOD EMPIRE".

By so doing you will capitalize on a term with a trademark value of national and international consequence. You will cash in and profit as the result thereof.

The reader will immediately orient in his own mind the location of your community, within a nationally known area, for the term "Redwood Empire" is fast becoming a known entity and desirable tour and vacation objective for tourists, not only from domestic points, but from foreign points as well.

This caption "IN THE REDWOOD EMPIRE" may advantageously appear on the covers of your folders as well as in the inside copy, on your letterheads, in your space advertising, your direct-mail advertising, and in your other publicity and advertising matter.

We hope this suggestion may be of value to you.

Herewith is requisition blank for your initial supply of season 1931 Redwood Empire Association direct advertising matter. Please make your request as conservative as possible, for the Association is faced with an extraordinary demand for Redwood Empire folders --by distributing agencies throughout the Pacific Coast and other outside points.

Please send this office 50 each of your folders at this time.

Sincerely yours,

Harry Lutgens, Chairman
Publicity Committee

/dp

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . EDWARD MORRIS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

Have your local printer imprint here the
name of organization, firm or individual
using this letterhead

YOUR COMMUNITY IS IN THE REDWOOD EMPIRE:

The use of this letterhead by your organization, your merchants, banks, hotels, resorts, and other enterprises in your community, would be most effective in definitely establishing the location of your community in the mind of the recipient There are already several hundred organizations and firms in various Redwood Empire communities using these letterheads.

Obviously, the more direct-mail advertising pieces, such as this, going outside the territory, the greater the advertising value and the more effective the results.

Your local printers can arrange to buy these letterheads, with four-color map lithographed thereon. Caption at the top for each respective firm can then be imprinted by your local printer.

Might we suggest that your organization sponsor increased usage of these letterheads in your community, through your local printer?

Sincerely yours,

Harry Lutgens, Chairman
Publicity, Advertising &
Exhibits Committee
REDWOOD EMPIRE ASSOCIATION

/d

A CIVIC ORGANIZATION REPRESENTING THE TOWNS OF LARKSPUR AND CORTE MADERA, IN MARVELOUS MARIN COUNTY, CALIFORNIA

TWIN CITIES

SERVICE CLUB

* * *
* *

LARKSPUR, CALIFORNIA March 12, 1930.

C.E.Stewart,Sect'y.,
"The Progressive Club of Stinson Beach",
Stinson Beach, Calif.

My dear Mr. Stewart:-----The TWIN CITIES SERVICE CLUB expect to have a "Ladie's NIte" on April 14 th at the Blue Rock Hotel, Larkspur, and would be glad to have the Progressive Club of STinson Beach with us in a joint meeting.

The dinner is usually $1.00 per plate,not over $1.25.So,if your Club thinks favorably of this plan,let us know as soon as you can, and how many to make reservations for.

There will be dancing and much fun, and I'm sure you will not find us dull! So round up your members and come 100% if you can.

We shall be anxiously awaiting your reply.

Very sincerely yours,

Pres. T.C.S.Club.

FISH AND GAME COMMISSION
I. ZELLERBACH, PRESIDENT
SAN FRANCISCO
REGINALD G. FERNALD
SANTA BARBARA
C. R. BELL
LOS ANGELES

FRED G. STEVENOT
DIRECTOR
JOHN L. FARLEY
EXECUTIVE OFFICER
EUGENE D. BENNETT
ATTORNEY

STATE OF CALIFORNIA
Department of Natural Resources

Division of Fish and Game

510 Russ Bldg.,
San Francisco, Calif.
March 17, 1931

Miss Hilda M. Grunert,
Secretary, The Progressive Club of Stinson Beach,
Stinson Beach, Calif.

Dear Madam;

We are in receipt of your communication regarding violation of the clam law in Stinson Beach. We are sending you under separate cover a supply of fish and game abstracts for posting in the stores, post office, or other public places in your vicinity and hope that they will be of some help.

Cordially yours,

E. L. MACAULAY,
Chief of Patrol.

ELM/E

A CIVIC ORGANIZATION REPRESENTING THE TOWNS OF LARKSPUR AND CORTE MADERA, IN MARVELOUS MARIN COUNTY, CALIFORNIA

TWIN CITIES

SERVICE CLUB

* * *
* *

LARKSPUR, CALIFORNIA April 2, 1930.

C. E..Stewart, Sec'y.,
"Progressive Club of Stinson Beach",
Stinson Beach, Calif.,

Dear Sir:-----WE are truly sorry to hear of the death of Mrs, Upton and extend our sincerest sympathy to Judge Upton and family, as well as to the members of the Club in the loss of one of its most active members.

At your meeting on April 9 th, we hope you can arrainge to gather a nice little crowd together and come over for our party. Would appreciate it if you could let me know immediately as to how many to expect so the prpper arraingments can be made.

Very truly yours,

Billie Larris,

Sec'y.

Add. Corte Madera, Calif.

P.O.Box 77.

Copy.

April 3, 1931.

Mr. Casper Gardner,
Mill Valley.

Dear Mr. Gardner:

At the Regular Meeting of the Progressive Club of Stinson Beach on April first, the Secretary was instructed to write you a letter of thanks for your cooperation with our local improvement committee.

There has been much interest shown in the road work being done in our community . Without being asked numerous property owners donated the total sum of $160.00 which has been added to the sum of $120.00 set aside by our organization for this improvement work. This additional money was not solicited in any way and was totally unexpected by the Committee.I merely tell you this so that you may know how much the people are interested in this work and how much the loan of the county equipment has been appreciated.

The work as at first outlined has not been quite completed due to the various set backs which you of course know about, but what has been done has surely improved greatly the appearance of our little community and made driving up on our hills a great deal safer.

Assuring you that we all sincerely appreciate the efforts you have made in our behalf, we remain,

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Hilda M.Grunert,

Secretary.

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

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Major Objectives

To erect redwood "miniature arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto.

To lengthen stop-overs of tourists and vacationists attracted into the Redwood Empire.

To develop greater interchange of travel between cities throughout the Redwood Empire.

April 8, 1931

MORE ABOUT YOUR MARKERS: ALSO MEMBERSHIP CARDS:-

It is a pleasure to enclose herewith pocker card certifying your membership and participation in your Chambers of Commerce Unit of your Redwood Empire Association for the fiscal year 1931-32.

Under the By-Laws, your organization is entitled to five members in the Unit, namely:-- your President, your Secretary and three Directors. If you will indicate names of these five, I shall be very glad to prepare and forward Unit membership cards. Should like to hear from you as soon as possible.

As related in Minutes, definite progress is being made in the matter of erecting Redwood "miniature-arch markers" at points of natural, scenic and historic interest; also diversion points leading thereto.

As the Minutes stated, Special Committee is concentrating on the problem of final type of material design, and other mechanical details having to do with hastening the project along. Findings of this committee will be submitted to all chambers of commerce in writing for their criticisms, revisions, or approval.

This is a difficult job, but you will agree that since these markers, once erected, will remain for all time for everyone to see, a most thorough-going analysis of every phase of the project should be entered into before final material and design are selected and contracts let. Only by so doing will you, your community, and all others throughout the Redwood Empire be satisfied.

You are also urged to carry into execution other methods proposed for lengthening stop overs of tourists in your community, as described in the minutes.

Be assured that your ideas, suggestions, and recommendations will be appreciated at all times.

Sincerely yours,

Stanley H. Jones

Stanley H. Jones,
President

/a

A non-profit federation of the Chambers of Commerce and community institutions in the nine counties of the Redwood Empire — banded together to more closely support and co-operate with the non-profit inter-city and inter-county Redwood Empire Association in the matter of highway and transportation improvements; publicity and advertising; lengthening of stopovers of tourists and vacationists; and preservation of scenic assets within the Redwood Empire.

REPORT OF PUBLIBITY COMMITTEE

The Publicity Committee report the following activities:

Notices sent to the county papers on the taking of moving pictures of Mr. Selmer's plane; the Ladies meeting at Mrs. Grunerts; the tour of the Business and Professional Woman's Club of San Francisco thru Stinson Beach; the masquerarde party; Mrs. Upton's death.

A letter was written to the Chronicle asking them to correct the wrong report of the people in distress on the beach.

The committee recommend that a letter be written to the San Francisco Call-Bulletin, demanding some adjustment on the ad put in by the Club, which was placed on a page other than that which was contracted for. The Committee asks that the Club take up this matter for discussion and direct them as to what action they desire taken.

At a meeting of the committee Monday April 7th, Miss Rubel was named chairman. Mrs. Stewart has been asked to fill the vacancy on the committee, and has agreed to do so.

J. Rubel,
Chairman.

FREE ROAD MAPS TOURIST BUREAU FREE INFORMATION

California Tourist Association

A NON-PROFIT ORGANIZATION OF CITIZENS INTERESTED IN THE TOURIST INDUSTRY

SACRAMENTO, CALIFORNIA

Aug. 11, 1931.

Mary S. Chambers, Secy.,
Progressive Club of Stinson Beach.
Stinson Beach, Calif.

Dear Secretary:

Thanks for the folders and will you kindly send us another supply at once. We are plsnning an exhibit at the State Fair, a display of the folders and advertising literature of every city and county in the state and that will require extra folders.

Our Tourist Bureau here is the largest in the state and we keep your literature on display and give it to those who contemplate a trip to your section.

We hope another year your Club may cooperate with us by becoming an Associate Member.

Sincerely yours,

California Tourist Association

A. B. Gray

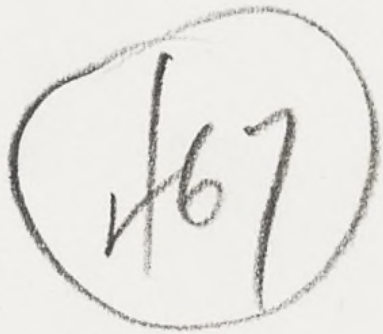
A. B. Gray, Manager.

CTA SERVICE

OLD ADOBE
BUILT BY GENERAL VALLEJO
1836
Redwood Empire
No. 1

467

OLD ADOBE
BUILT BY GENERAL VALLEJO
1836
Redwood Empire Assn.
No. 2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Redwood Empire Assn

No. 3

POCKET CARD

19 31

This Card Certifies That

Mrs E W Chambers

of Stinson Beach, California

is a member Stinson Beach Progressive Club

REDWOOD EMPIRE CHAMBER OF COMMERCE *Unit*

of the REDWOOD EMPIRE ASSOCIATION

85 Post Street, San Francisco

"Builders of the Redwood Empire"

Stanley N. Jones
President

C. J. Edwards
Secretary

In accepting, I hereby pledge my active support to the projects undertaken by the REDWOOD EMPIRE ASSOCIATION—particularly . . . . . .

1. To speed the early completion of the entire Redwood Empire system of highways within and serving the Redwood Empire Counties.
2. To improve transportation facilities within the Empire. Also, to induce rail, motor coach and water carriers to include the Redwood Empire in their respective tariffs, schedules, itineraries, publicity and advertising matter.
3. To attract a greater volume of tourists and vacationists into the Redwood Empire by means of a joint schedule of practical inter-county and inter-community publicity and advertising.
4. To lengthen stopovers of tourists and vacationists within the Redwood Empire Counties. Also, to develop greater interchange of traffic between communities and areas within the Redwood Empire.
5. To mark points of natural, scenic and historical interest, also diversion points leading thereto.
6. To conduct publicity schedule in favor of local community events, fairs, fiestas, rodeos, etc.
7. To preserve scenic assets.

.....

Signature

April 21, 1931.

Redwood Empire Association,
85 Post Street,
San Francisco,
California.

Gentlemen:

We are in receipt of your membership card made out in the name of our secretary, which we are returning herewith.

As explained to you by Mr. Walter Marble, who called at your office last week, we do not feel that we can afford to become a member of your association at this time. Our club membership is comparatively small, and we have already joined the Marvelous Marin organization and do not feel that we can pay your additional membership fee of twenty-five dollars.

However, we are sincerely interested in the work accomplished by your organization and would appreciate any literature or information that you may see fit to mail us from time to time.

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary.

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
Telephones — GArfield 6554-6555

April 23, 1931

Nine Counties

SAN FRANCISCO

MARIN

SONOMA

NAPA

LAKE

MENDOCINO

HUMBOLDT

DEL NORTE

JOSEPHINE

Major Objectives

To erect redwood "miniature arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto.

To lengthen stop-overs of tourists and vacationists attracted into the Redwood Empire.

To develop greater interchange of travel between cities throughout the Redwood Empire.

YOUR COMMITTEE REPORTS ON MARKERS!

Your Special Committee, appointed by President Jones and authorized at the last chambers of commerce unit meeting to analyze proposed types of material and design for markers (to be erected at points of natural, scenic and historic interest and at diversion points leading thereto), met April 20th in Petaluma and there checked over all available data and inspected a new type of marker, erected to full size, with sand-blast finish, as illustrated in the attached pictures.

1. Your committee recommends that design No. 1 inclosed be accepted and approved.

2. Your committee recommended that common heart redwood be the material selected, same to be finished sand-blast. The uprights would be sand-blasted and the tablet would be so sand-blasted that the lettering would stand out away from background surface, the facing of the letters to be painted in white or aluminum. This insures easy readability from the highway and sufficient prominence to be easily seen from the road.

3. Your committee suggests, based on technical recommendation by the California Redwood Empire Association, that the Redwood uprights be sunk in the ground 2'6" without cement and without creosoting.

4. Your committee recommended that the entire structure and tablet be finished with Sypes Japan Oil to protect the natural redwood color and preserve an attractive appearance.

5. Your committee recommends that the tablet be mounted at the top of the uprights as shown in picture No. 1, eliminating the lintel and suspension tablet altogether--both edges of the tablet to be jagged; the upright posts, however, to be set closer together, so that the tablet will overhang 6 inches outside of post. Tops of posts to be beveled. Finished marker will stand 8 feet above the ground. Each post will be 6 x 6 inches.

The preliminary estimated cost for each completed marker, (half of order to bear two panels, that is, double sided) allowing for one line of lettering, is $16.10 each. Additional lettering, 35¢ per letter. Estimated cost of shipment and labor of erection is estimated at $8.50 each in addition.

As these are estimates, final figures are not yet available. It is expected that lower gross cost will be secured by the committee in the near future.

It would be greatly appreciated if you would analyze the above in the light of all other types of material and designs considered at the various meetings; then write your frank reactions and opinions to the writer at your earliest possible convenience. You will recall that it was agreed at the last meeting of the Chambers of Commerce unit that your committee would meet and report back to all chambers of commerce in the form of referendum for the consideration and action of each.

If you approve, will you also indicate whether or not you wish to authorize your committee to proceed with the final negotiations, letting of contracts, and editing of copy to be placed on the respective tablets in the form of legends, directional matter and descriptive copy for the various markers.

YOUR IMMEDIATE REPLY WILL BE APPRECIATED BY THE COMMITTEE!

May we also ask that you immediately commence negotiations with property owners near those points of interest first to be marked in or near your community, in an effort to secure permission and privilege to erect these markers, in order that same might be erected as fast as markers are made available.

Your committee will proceed as fast as the chambers of commerce send in their replies.

Sincerely yours,

SPECIAL MARKER COMMITTEE

L.J. Peterson, Chairman.

LJP/SA
Encl.

May 7th, 1931.

Redwood Empire Association,
85 Post Street,
San Francisco,
California.

Gentlemen:

The Progressive Club of Stinson Beach is in receipt of the pictures of the proposed highway markers, which were displayed to the members at the regular monthy meeting on May 7th.

The Club wishes to endorse the efforts of the Association in erecting these markers and to request that, if further markers become available, one be reserved for Stinson Beach.

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

Mary Chambers,
Secretary.

STANISLAUS A. RILEY
ATTORNEY AT LAW
901 HEARST BUILDING
SAN FRANCISCO
TELEPHONE SUTTER 5300

June 1, 1931.

Mr. R. J. Airey,
Sea Beach Hotel,
Stinson Beach,
California.

Dear Jack:

Here is a draft, hurriedly compiled, of a telegram which you might send to the Governor's office at Sacramento. I note by the papers to-day that he is away on a hunting trip but his secretaries will advise him of the receipt of this wire.

You might decide to send it by special delivery if you have no telegraph facilities. I understood, however, that the telephone company handles such matters as a "phonegram". Frank would know about this.

Here's hoping you win out.

Sincerely yours,

Stan Riley

P. S. Why not invite all the editors of the county papers to your meeting Wednesday night. Excellent publicity. Governor's secretaries read all the local papers to keep in touch with such matters. If you send protest by mail, invite Governor to meet your committee any Sunday and see things for himself.

Stinson Beach, June 3, 1931.

Honorable James Rolph, Jr.,
Governor of California,
Sacramento,
California.

Stinson Beach Improvement Club at meeting to-night went on record as strenuously opposing passage in present form of Sewell Anti-trespass bill. Prosperity of our community with best beach near San Francisco imperilled by threat under claim of private ownership to shut off people from ocean and beach. Beach heretofore playground for people from San Francisco, Alameda County, Marin County and even Sacramento. Has afforded all the advantages of public playground without cost or responsibility to any political subdivision of State. Would be calamity if this free access interfered with even while claims are being litigated. Urge that you veto present bill until public interests can be protected by proper reservations.

R. J. AIREY,
President.

June 5, 1931.

Bolinas Improvement Club,
Bolinas, Calif.

Gentlemen:

We wish to inquire whether there is an organized mosquito district in Bolinas and if so, what its boundaries are.

Stinson Beach feels the need of such a district and if it is possible, the Progressive Club thought it might be well to join a district already formed, as our own would be so small.

Thanking you for your early reply, we are

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary

June 9, 1931.

President Belvedere-Tiburon Chamber of Commerce,
Belvedere,
California.

Dear Sir:

At its regular monthly meeting on June third, the Progressive Club of Stinson Beach went on record as supporting the efforts of your organization in obtaining a direct ferry from San Francisco to Belvedere-Tiburon.

Such a ferry would not only be of benefit to your community, but would lessen the traffic congestion that now prevails each week-end in Sausalito, as much of the traffic would be diverted to Belvedere. Our Club will gladly give you any aid possible in obtaining this ferry service.

Copies of this letter are being sent to the Railroad Commission, Marvelous Marin and the Redwood Empire Association.

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

MARY S. CRAMER
SECRETARY

Bolinas Club

Bolinas, Calif
June 10 1931

Secretary
Progressive Club of Stinson Beach
Stinson Beach, Calif.

Dear Madam ;

I am advised this morning by a member of the District Sanitary Board that Bolinas has no Mosquito District and does not contemplate one.

Your letter of inquiry is being answered without the letter before me because it was not expected that a reply would be made so soon, so if I am overlooking another question, it will be answered later.

Yours very truly,
BOLINAS CLUB
A. M. Gilbert
Secy.

State of California
GOVERNOR'S OFFICE
SACRAMENTO

WM. A. SMITH
PRIVATE SECRETARY

June 4th 1931

Mr. R. J. Arrey, President,
Stinson Beach Progressive Club,
Stinson Beach, California.

Dear Mr. Arrey:

Your telegram dated June 4th, addressed to the Honorable James Rolph, Jr., is received, and has been handed to me for reply.

The Sewell Anti Trespass Bill did not pass either house, therefore it will not come before the Governor for his signature.

It occurs to me that the Stinson Beach Progressive Club may be interested in Senate Bill #454, introduced by Senator Wagy, and I am enclosing a copy of this Bill for your information.

It is a pleasure to hear from my many friends at Stinson Beach, and I send to all of you my kindest regards.

Very sincerely yours,

Sylvia Long
Stenographer.

STINSON BEACH, CALIF.,
JUNE 4, 1931.

HONORABLE JAMES ROLPH, JR.
GOVERNOR OF CALIFORNIA
SACRAMENTO
CALIFORNIA

STINSON BEACH PROGRESSIVE CLUB AT MEETING LAST NIGHT WENT ON RECORD AS STRENUOUSLY OPPOSING PASSAGE IN PRESENT FORM OF SEWELL ANTI TRESPASS BILL STOP PROSPERITY OF OUR COMMUNITY WITH BEST BEACH NEAR SAN FRANCISCO IMPERILED BY THREAT UNDER CLAIM OF PRIVATE OWNERSHIP TO SHUT OFF PEOPLE FROM OCEAN AND BEACH STOP BEACH HERETOFORE PLAYGROUND FOR PEOPLE FROM SAN FRANCISCO ALAMEDA COUNTY MARIN COUNTY AND EVEN SACRAMENTO STOP HAS AFFORDED ALL ADVANTAGES OF PUBLIC PLAYGROUND WITHOUT COST OR RESPONSIBILITY TO ANY POLITICAL SUBDIVISION OF STATE STOP WOULD BE CALAMITY IF THIS FREE ACCESS INTERFERED WITH EVEN WHILE CLAIMS ARE BEING LITIGATED STOP URGE THAT YOU VETO PRESENT BILL UNTIL PUBLIC INTERESTS CAN BE PROTECTED BY PROPER RESERVATIONS

R.J. AIREY
PRESIDENT

June 11, 1931.

Honorable James Rolph, Jr.,
Governor of California,
Sacramento,
California.

Dear Sir:

In regard to the telegram sent you by the Progressive Club of Stinson Beach, under date of June Seventh, we beg to state that the Sewell Anti-Trespass Bill was confused with the Wagey Bill, which is due to come to your attention.

We therefore ask that you consider the objections contained in our telegram as applying to the Wagey Bill, and to any form of severe anti-trespass legislation.

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary

WM. A. SMITH
PRIVATE SECRETARY

State of California
GOVERNOR'S OFFICE
SACRAMENTO

June 13th 1931

Miss Mary S. Chambers, Secretary
The Progressive Club of Stinson Beach,
Stinson Beach, California.

Dear Miss Chambers:

On behalf of the Honorable James Rolph, Jr. I am pleased to advise you that Senate Bill No. 454 was signed by the Governor.

With best wishes,

Very sincerely yours,

Wm. A. Smith.

Private Secretary

Senate Bill No. 454.

Passed the Senate March 10, 1931.

Secretary of the Senate

Passed the Assembly May 11, 1931.

Chief Clerk of the Assembly

This bill was received by the Governor, this_____

day of_____A. D. 1931, at_____o'clock___M.

Private Secretary of the Governor

CHAPTER _____

An act to amend section 602 of the Penal Code, relating to trespass.

The people of the State of California do enact as follows:

SECTION 1. Section 602 of the Penal Code is hereby amended to read as follows:

602. Every person who wilfully commits any trespass by either:

(a) Cutting down, destroying, or injuring any kind of wood or timber standing or growing upon the lands of another;

(b) Carrying away any kind of wood or timber lying on such lands;

(c) Maliciously injuring or severing from the freehold of another anything attached thereto, or the produce thereof;

(d) Digging, taking, or carrying away from any lot situated within the limits of any incorporated city, without the license of the owner or legal occupant thereof, any earth, soil, or stone;

(e) Digging, taking, or carrying away from land in any city or town laid down on the map or plan of such city, or otherwise recognized or established as a street, alley, avenue, or park, without the license of the proper authorities, any earth, soil, or stone;

(f) Maliciously tearing down, damaging, mutilating, or destroying any sign, signboard or notice placed upon, or affixed to, any property belonging to the state, or to any city, county, city and county, town or village, by the state or by an automobile association, which sign, signboard or notice is intended to indicate or designate a road or roads, or a highway or highways, or is intended to direct travelers from one point to another, or relates to fires, fire control, or any other matter involving the protection of the property, or putting up, affixing, fastening, printing, or painting upon any property belonging to the state, or to any city, county, town, or village, or dedicated to the public, or upon any property of any person, without license from the owner, any notice, advertisement, or designation of, or any name for any commodity, whether for sale or otherwise, or any picture, sign, or device intended to call attention thereto;

(g) Entering upon any lands owned by any other person whereon oysters or other shellfish are planted or growing; or injuring, gathering, or carrying away any oysters or other shellfish planted, growing, or being on any such lands, whether covered by water or not, without the license of the owner

or legal occupant thereof; or destroying or removing, or causing to be removed or destroyed, any stakes, marks, fences, or signs intended to designate the boundaries and limits of any such lands;

(h) Wilfully opening, tearing down, or otherwise destroying any fence on the enclosed land of another, or opening any gate, bar, or fence of another and wilfully leaving it open without the written permission of the owner, or maliciously tearing down, multilating, or destroying any sign, signboard, or other notice forbidding shooting on private property; or

(i) Building fires upon any lands owned by another where signs forbidding trespass are displayed at intervals not greater than one-third mile along the exterior boundaries and at all roads and trails entering such lands, without first having obtained written permission from the owner of such lands or his agent, or the person in lawful possession thereof; or

(j) Entering any lands under cultivation or enclosed by fence, belonging to, or occupied by, another; or entering upon uncultivated or unenclosed lands where signs forbidding trespass are displayed at intervals not less than three to the mile along all exterior boundaries and at all roads and trails entering such lands, for the purpose of hunting, shooting, killing, or destroying any animal, or bird on such lands, without having first obtained written permission from the owner of such lands, or his agent, or the person in lawful possession thereof; is guilty of a misdemeanor.

President of the Senate

Speaker of the Assembly

Approved_____A. D. 1931.

Governor

June 21, 1931.

California Tourist Association,
Manager's Office,
Sacramento, California.

Gentlemen:

Your letter of June 4th, addressed to Marvelous Marin and requesting folders of Stinson Beach has been forwarded to us.

We are sending you herewith twenty-five Dipsea Highway Folders and some cards. Under separate cover we have also sent you twenty-five folders put out by one of our resort owners. These, by mistake, were addressed to the California Tourist Bureau, instead of Association, but we trust they will come into your hands nevertheless.

Thanking you for your interest in Stinson Beach, we are

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary.

BETTER BOLINAS CLUB

A. M. GILBERT, Secretary
BOLINAS, CALIFORNIA

July 2 1931

At a meeting of the Progressive Club of Stinson Beach last night, I was requested by its President to announce that a meeting of the Board of County Supervisors will be held at San Rafael, MONDAY JULY 6th at 10 A. M. at which time the matter of paving the road from Five Brooks to Tamalpais Valley will be discussed.

The largest possible attendance from this district is desired.

This notice is being sent to those most likely to go. You can assist by spreading the news.

Thank you.

A.M.Gilbert
Secy.

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
Telephones — GArfield 6554-6555

July 16, 1931

Nine Counties

SAN FRANCISCO

MARIN

SONOMA

NAPA

LAKE

MENDOCINO

HUMBOLDT

DEL NORTE

JOSEPHINE

Major Objectives

To erect redwood "miniature arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto.

To lengthen stop-overs of tourists and vacationists attracted into the Redwood Empire.

To develop greater interchange of travel between cities throughout the Redwood Empire.

CONTRACT LET FOR MARKERS:

Contract for forty-five redwood miniature arch markers has been let, based on type style and design recommended by your special committee of five and approved by all elements in turn, and finally ratified and contract authorized by the Executive Board of your parent Redwood Empire Association.

Sonoma County was the first to make the list of those attractions it wished first marked, also to prepare desired legend and to prepare privilege to erect markers on private property. This has been done by the Associated Chambers of Commerce of Sonoma County. Data from other counties is now coming in and other is being placed for same.

A celebration and dedication surrounding erection of the first marker in Petaluma is tentatively schedule for July 22nd at noon. It is proposed to hold an empire-wide meeting of the entire Chambers of Commerce Unit from all parts of the Redwood Empire at 10 o'clock the same day to discuss further phases of work undertaken by this Unit and to participate in the celebration after the meeting.

Please indicate on the enclosed post card whether or not this meeting is convenient and how many from your organization will attend.

It is recommended that each chamber of commerce in each community wherein a marker is erected should stage a similar local celebration from time to time, calling in the officers, directors, and members of the chamber of commerce, the Mayor and City Council, county officers, newspaper publishers and others, in order to secure publicity for each such marker and therefore for the particular attraction and community.

In setting the date notify the general office of the Association that they might secure outside publicity in your behalf.

Hoping to hear from you in the very near future, and with best wishes and kindest regards.

Sincerely yours,
CHAMBERS OF COMMERCE UNIT

Stanley H. Jones,
President

/a

A non-profit federation of the Chambers of Commerce and community institutions in the nine counties of the Redwood Empire — banded together to more closely support and co-operate with the non-profit inter-city and inter-county Redwood Empire Association in the matter of highway and transportation improvements; publicity and advertising; lengthening of stopovers of tourists and vacationists; and preservation of scenic assets within the Redwood Empire.

CHAMBERS *of* COMMERCE *Unit*

of the non-profit

REDWOOD EMPIRE ASSOCIATION

General Offices
85 POST STREET, SAN FRANCISCO
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To develop greater interchange of travel between cities throughout the Redwood Empire.

July 16, 1931

INCREASING REVENUES BY WELCOMING THE TOURIST!

At various meetings of your Chambers of Commerce Unit various constructive suggestions emanated as to stopovers of tourists in the respective communities thereby increasing cash expenditure by these tourists in these communities.

One worth while thought advanced was this: Have the chamber of commerce in the respective communities print a tag carrying copy somewhat similar to that below, urging the tourist to stay longer, the tags to be placed on each out of state car noted on the streets of the city:

"WELCOME TO_____--IN THE REDWOOD EMPIRE! WE HOPE YOU ARE ENJOYING YOUR STOPOVER HERE. THE_____CHAMBER OF COMMERCE WILL TAKE PLEASURE IN SENDING TO YOU COMPLETE DETAILED INFORMATION AS TO ATTRACTIONS, AND POINTS OF INTEREST IN THIS AREA, AND WILL GLADLY FURNISH WHATEVER OTHER SERVICE THAT WILL RENDER MORE PLEASANT AND COMFORTABLE YOUR STOPOVER.

_____ CHAMBER OF COMMERCE

_____STREET

_____PHONE NUMBER

(On the other side of this tag a map of the county showing principal points of interest could be printed, while one of your local folders would be attached to the tag as it is placed in the car.)

Another worth while suggestion was this: Call together all auto camps, garage and service station, hotel and resort operators and clerks and educate them as to attractions, routes, conditions, and points of interest throughout the county and neighboring counties by illustrated talks and otherwise. Then furnish each with a complete set of folders descriptive of the district for distribution; also a master catalogue carrying detailed map and pictures of principal points of interest in and around your community, for use in selling and directing tourists.

Several chambers of commerce have adopted the policy as originally exemplified by Healdsburg of arranging for special tourist parking area indicated by large sign hung over the highway. This is a worth while effective method. Would appreciate your ideas in this connection.

This office will be very happy to cooperative with you and offer suggestions as to the above mentioned at any time.

In the meanwhile would greatly appreciate hearing from you as to your ideas and reactions, together with statement as to what you have done so far in this direction.

With kindest regards and best wishes.

Sincerely yours,
CHAMBERS OF COMMERCE UNIT

Stanley H Jones

Stanley H Jones
President

/a

Proposed Design for REDWOOD "MINIATURE-ARCH MARKERS"

Prepared for the CHAMBERS OF COMMERCE UNIT *of the non-profit* REDWOOD EMPIRE ASSOCIATION

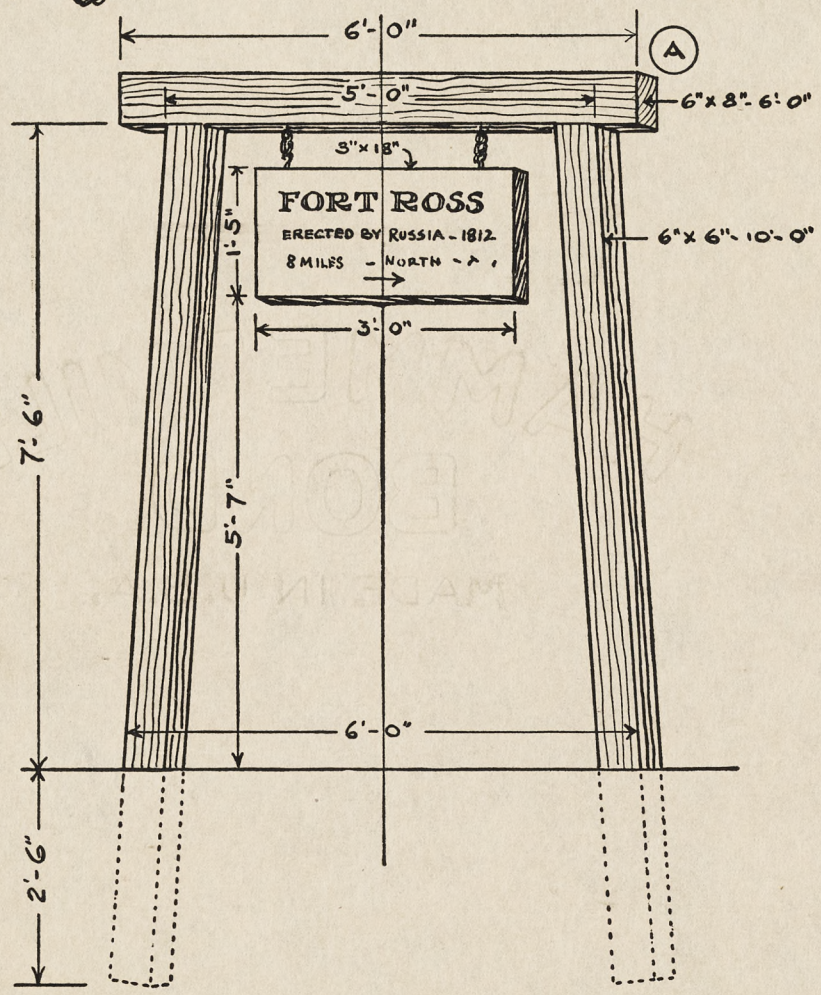
PROJECT

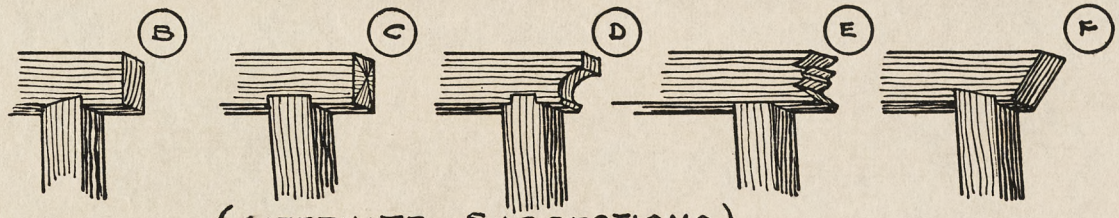
THE REDWOOD EMPIRE ASSOCIATION *originated, initiated, and is now carrying through to successful conclusion, through its* CHAMBERS OF COMMERCE UNIT, *the erection of Redwood "miniature-arch markers" at points of natural, scenic and historic interest; also at diversion points leading thereto, throughout the nine Redwood Empire counties.*

¶ *These markers will be correspondingly located on printed maps and folders published and distributed by the Redwood Empire Association.*

¶ *The erection of these markers, and the publicizing thereof will lengthen stop-overs of tourists and vacationists brought into the nine Redwood Empire counties.*

¶ *Under present plans, the material (per attached sketch and specifications) will be furnished to respective Chambers of Commerce throughout the Redwood Empire by the Redwood Empire Association. Each Chamber of Commerce will then erect markers at points of interest nearest each respective community.*





(ALTERNATE SUGGESTIONS)

LIST OF MATERIALS

All-Heart Common Redwood (No Sap) Throughout

ONE MARKER	BM	250 MARKERS	BM
1 Pc 6" x 8"— 6' Lintel	24	(RO)	6M
2 " 6" x 6"—10' Posts	60	(RO)	15M
1 " 3" x 18"— 3' Tablet	13½	(SAS)	3375
2 " ½" x 10" Galv. Swing Bolts (*with Ring-nut and Washer*)			500
2 " ½" x 5" Galv. Screw Eye			500

TO RETAIN COLOR—*Dip Redwood in some such Waterproof Oil as Sipes Japan Oil "AA Extra"—30 to 35 Gal. Required (250 Markers)*

Prepared for the Redwood Empire Association by the
CALIFORNIA REDWOOD ASSOCIATION

EXCLUSIVELY A PROJECT of the CHAMBERS OF COMMERCE UNIT of the REDWOOD EMPIRE ASSOCIATION

July 3, 1931.

Mrs. A.M. Gilbert,
Librarian,
Bolinas, Calif.

Dear Madame:

After you left the Club meeting last Wednesday night, it was unanimously decided that there was no need for delay in subscribing the $10.00 to the Duplicate Pay System Fund.

We are therefore enclosing herewith a check for that amount, and trust that this branch of the Bolinas Library will be in operation shortly.

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary.

September 2, 1931.

Board of Supervisors,
San Rafael,
California.

Gentlemen:

The Progressive Club of Stinson Beach wishes to go on record as requesting that you do what you can in prohibiting the parking of machines along the lagoon road between MacKinnon's Landing and the head of the day.

The road is quite narrow in spots here and the number of machines parked along it during the week-ends makes it dangerous driving.

Thanking you for your co-operation, we remain

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers, Secretary.

Copy sent to each of the following:- Copy.

Mr. Peter Bolinos. James Mayers, Stinson Beach. Frank Airey, Stinson B. Frank Algar. Stinson B.

October 2, 1930.

I am writing to you in behalf of the road committee of the Progressive Club of Stinson Beach.

We should like to have your figure on what it would cost us to have you deliver at Stinson Beach 50 to 60 feet of corrugated galvanized iron culvert. Figure on the 8 inch and the 10 inch.

Yours very truly.

A. M. G.
Secretary.

RESOLUTION.

Introduced by N. L. Fitzhenry

Whereas, the people of Stinson Beach thru its Progressive Club ardently protested the plan to have the Mill Valley road paved in preference to the Coast Route, and

Whereas, Supervisor Gardner, after listening to the various arguments for and against the paving this year of the Coast Route, has ordered the Coast Route paved all the way to Stinson Beach, now therefore:

BE IT RESOLVED, by the Stinosn Beach Progressive Club that Supervisor Gardner be extended a vote of thanks for his generous consideration of the wishes of the people of this territory.

Stinson Beach, California.
October 7th, 1931.

Valley of the Moon — Sonoma County

Where the Last Spanish Mission Was Founded July 4, 1823 & The Birthplace of California's Bear Flag June 14, 1846

Sonoma Valley
Chamber of Commerce
Sonoma, California

Poultry, Fruit
Dairying

Scenic and
Historic

October 7th, 1931

GREETINGS from the VALLEY of the MOON --

The City of Sonoma, through its official and promotional representatives, sends you a cordial invitation to attend the Eleventh Annual Convention of the Redwood Empire Association, to be held at Sonoma Mission Inn on October 15th, 16th and 17th.

Sonoma Mission Inn, at Boyes Springs, is located in the resort section made famous by the wonderful mineral waters that flow warm from the earth. The Inn is just outside the City of Sonoma.

We feel sure that you will greatly enjoy, and be benefited, by attending the convention, at which will be discussed many problems that are vital to the Redwood Empire, and to the State at large. Interesting speakers will be on the program. High officials and other prominent men will be in attendance.

Sonoma City and the Valley of the Moon have much to attract. Here is located the last and most northerly of the Spanish Missions. It was here that the Bear Flag was first flung to the breeze when California declared her independence in 1846. The old home of General M G Vallejo, now a museum, is located here. Jack London, famous writer, lies at rest near his former home, a few miles distant, at Glen Ellen. There are many other points of interest in the Valley of the Moon.

Sonoma's people will be happy to welcome you and make your stay here an occasion long to be remembered. It will be a pleasure to us to look to your every comfort while you are in Sonoma Valley.

Again inviting you to be present, hoping to have the pleasure of welcoming you to our city and valley, and with very best wishes,

Cordially yours,

Fred Bulotti

FRED BULOTTI, Mayor
CITY OF SONOMA

Fred Batto

FRED BATTO, President
SONOMA VALLEY CHAMBER OF COMMERCE

Wade H Wilson

WADE H WILSON, Secretary-Manager
SONOMA VALLEY CHAMBER OF COMMERCE

/d

Copy to each.

Judge A. H. Upton &
Mr. C. Chambers.

October 8, 1931.

Stinson Beach,
California.

At the meeting of the Progressive Club last evening there was much discussion about our local roads and particularly the drainage of district in front of and above your home. It was decided that something should be done before the heavy rains begin if the roads are to be kept in a fair condition over the wet season.

The Secretary was requested to ask you if you would cooperate with our Road Committee to the extent of putting in an open culvert, or at least an open ditch, to take care of the water where your driveway crosses the road.

You no doubt realize as much as any of us, who drive over these roads in the winter time, that a culvert or even a ditch at your entrance-way would take care of a large amount of water, which would otherwise spread over the road and wash off the surfacing the Committee worked so hard to put on, besides making the road almost impassable for anyone on foot.

Would it be too much for me to ask you to let me know just what you intend to do and when you will do it, so that I may advise the Road Committee?

Yours very truly,

Hilda M. Grunert,

Secretary.

PROGRESSIVE CLUB
OF
STINSON BEACH

Devoted To Exploiting and Developing This Famous Marin County Resort

Stinson Beach, Calif. November 7, 1931

To All Property Owners:-

As you perhaps know, the "First Unit of the Shore Line Highway" (formerly called the Coast Road) is being surfaced between Tamalpais Woods and Stinson Beach: the work will be completed within about ten days and we will have a paved road all the way to the main highway. This Club has been working towards this goal ever since its organization, two years ago.

Last Spring, with the help of our Supervisor, we laid a rock foundation on our local roads, the first time they have been substantially improved in many years. Now we have an opportunity to surface with Bitumels a part of these Local Roads. To do this, everyone must help. At a Special Meeting, called for the purpose, $215.00 was enthusiastically subscribed, and those of you we have been able to reach by telephone, have promised financial aid.

Our plan is to put a nine foot Bitumel paving from the County Highway up Airey's Hill, continuing both ways as far as the money subscribed will permit. Supervisor Gardner has offered the use of the Road Machinery to prepare the surface for the Bitumels. By surfacing these roads now, we prevent our foundations being washed away.

Now is the time to get a lot for your money. The paving machinery is in this vicinity and the work must be done before the winter storms. The more you subscribe the more paving will be done. Please respond at once by sending your subscription. Quick action is necessary. The money will be deposited in our Road Fund and will be used for no other purpose. In the event enough money for this work is not forthcoming, or the work prevented by winter weather, your money will be refunded upon request.

Those abutting on the paving please give as liberally as possible. Any amount is acceptable, but to pave any distance, subscriptions should be from $10 up. Make checks payable to The Progressive Club of Stinson Beach - Road Fund - and mail them at once to our Secretary

Mrs. Paul Grunert
Stinson Beach

MARVELOUS MARIN COUNTY

Stinson Beach 11.7.31.

Progressive Club:

If the road is paved up to and around the corner of Linden Ave on my side (where most of the damage is caused by wash outs), I will contribute $20.00. Down to the County road, I will devide that in four sections, ~~Two for~~ for every section I will give $5.00 Inclosed you will find the first payment of $5.00 the rest is available as soon as the road is paved.

The road coming up the hill should be paved on the right side it is needed more coming up the hill then going down. That will make it only two jobs instead of three, should we ever decide to widen it, and another important thing that has to be considered, on the left side coming up towards about the center near the Fire house there is a spring, ~~near~~

after a long rain the water keeps coming up on the surface. That will have to be ~~th~~ taken care of before paving.

I do not want to see any of my money and perhaps labor (which is money) wasted. If others want to do so let them go to it.

Progressively yours

Robert Deiglmeier

Stinson Beach.

San Rafael Nov 9th '31

Mrs. Paul Garnet:

Dear Madam.

Your circular letter came today. I am interested in good roads, at any time or place, and will contribute toward the expense of the work, as much as I can afford under the present condition. Although the contemplated work does not come within more than one hundred and fifty feet of my property lines; I consider it of general benefit to the community. And would expect to contribute further, should the work at any time be continued to a greater distance toward the upper portion of the hillside. With an earnest wish that your society may succeed in this laudable project.

I am
Yours truly
S. M. Moorhead.

Enclosed find check
for $10.00

Am glad to hear of the anticipated improvement of the S. B. Roads. Hope the necessary funds are forth-coming. Enclosed find check. Wish we could send more.

Resp.

Mrs. Armistead

158 Ethel Ave.
Mill Valley, Cal.

$10.00

ALAMEDA, CALIFORNIA, 11/10/31

Progressive Club of Stinson Beach:-

Enclosed please find check in the sum of $5.00, my subscription to road fund as agreed to with Mr. Fitzhenry.

Respectfully,

J. C. Bates.

$5.00

GENERAL ACCIDENT
FIRE AND LIFE
ASSURANCE CORPORATION, LTD.
OF PERTH, SCOTLAND
FREDERICK RICHARDSON, UNITED STATES MANAGER
GENERAL BUILDING, FOURTH AND WALNUT STS.
PHILADELPHIA

CLAIMS PAID
IN THE
UNITED STATES
OVER $95,000,000

FRANK WORRALL, District Agent
Accident and Health Department
413 Latham Square Bldg.

OAKLAND, CAL.

November 10, 1931

Progressive Club of
Stinson Beach
Stinson Beach,
Marin Co., California

Gentlemen:

Enclosed is check for $10.00 as my contribution toward the road fund.

This is with the understanding that the road goes in front of my property.

Yours very truly,

F Worrall

vw FRANK WORRALL

$10.00

OAKLAND CALIF.

11/9/31

Dear Neighbor:

Mrs Paul Grunert:
Stinson Beach Cal.

In regards to your letter of the 7th instant I am in harty approval of this move, and am sending you a check for amount of $10.00 for the improvement of Aire's Hill road. Wishing you suceess in this matter. I remain as ever a friend of the Progressive Club of Stinson Beach.

Very Respectfully

#10.00

R Stebbins
3979-Lyman Rd. Oakland Cal

CHEDA BUILDING

PHONE: S. R. 797

GEORGE H. HARLAN
ATTORNEY-AT-LAW

SAN RAFAEL, CALIFORNIA

November 12, 1931.

Stinson Beach Progressive Club,
Stinson Beach, California.

Attention: Mrs. Grunert, Secretary

Dear Sirs:

I am enclosing herewith twenty-five dollar donation for paving Buena Vista Avenue.

Hoping that this will be satisfactory, I remain

Yours very truly,

George H. Harlan

W

$25.00

Mill Valley Nov 13/31.

Mrs Paul Grunert.

Enclosed please find check for Ten Dollars to be applyed to Road Fund.

Yours Truly,
A. E. Anderson
Box 122
Mill Valley.

$10.00

Oakland Nov 14th 1931

Mrs Paul Grunert

Secty -

Dear Madam.

Received your letter early this week, and really it now the first opportunity to make reply-

In your letter you say "Coast Road is paved to the main highway-" I drove to Oakland last sunday, over the Coast Road, and it is a good dirt + gravel road. but I did not notice its being paved - nor did I notice any workmen or any machinery -

you are asking for subscriptions to pave Bolinis Blvd. from the Co highway, to Stiney store - ? will it go beyond that point.

Are any other roads, or any cross streets, to be paved.

I am enclosing my cheque for $10. to further the improvements

Mr and Mrs Chas E Burton

$10.00

San Francisco, Cal.
Nov. 16, 1931.

Progressive Club Stinson Beach.
Stinson Beach, Cal.

Dear Mrs. Grunert:

Have your letter of Nov. 7th relative to paving certain roads at Stinson Beach, and had intended getting over to the Beach in order to go into this matter further.

However, in the meantime I am enclosing my check for $10.00 to be applied against the above mentioned paving and will be glad to talk this over with Mr. or Mrs. Marble on my next visit to the Beach.

Very truly yours,

Mrs. A. Billeter

Mrs. A. Billeter
912 Castro St.
San Francisco, Cal.

10.00

MRS. WALTER HAGENBUCH
BOX 628
MARTINEZ, CALIF.

Nov. 17, 1931.

Dear Mrs. Grunert;-

I am enclosing check for Twenty Dollars ($20.00) as we are always glad to help with improvements of a permanent nature.

I am very much in favor of Mr. Snyder's idea of a 200 foot right of way to the Beach. If the supervisors come over on Sunday we ought to plan to meet them. I think it would be nice to invite them to tea and I would be willing to bake a cake and make a loaf of sandwiches. If the hotel is not available perhaps we could meet in Mr. S.'s studio. The supervisors' wives would love that. Mrs. Marble has one of the maps and on it you will note a street in just that location, called Beach Street, and open to the La Playa, which is beach in Spanish.

We have our paved road - next we should get a right of way to the beach and after that a State Park of two hundred feet or more in width, bordering the water from the Rocks to the point near Bolinas. This last is a project so beneficial to the public at large that it is a possibility if we all stick together.

With kind regards, I am

Yours truly,

Agnes Hagenbuch.

2153 - 15th St.
San Francisco

Nov. 17, 1931

Dear Mrs. Grunert

In response to your recent letter regarding paving the roads enclosed find $10.00 as my contribution. Hope this will boost the road a little further up the hill.

Sincerely

Carlyle Anderson

10.00

NATIONAL BROADCASTING COMPANY, INC.

111 SUTTER STREET

SAN FRANCISCO

PACIFIC DIVISION

THE STINSON BEACH PROGRESSIVE CLUB
Stinson Beach, Marin County, Calif.

Ladies and Gentlemen:

Attached is a check for Ten dollars ($10.00) which is our promised contribution to the special road fund. You have a previous contribution which, I believe, Mr. Bartlett gave you during the summer.

Yours very truly,

Madonna Todd

Mrs. A.C. Bartlett
845 Pine st
San Francisco, Cal.

$10.00

PROGRESSIVE CLUB
OF
STINSON BEACH

Devoted To Exploiting and Developing This Famous Marin County Resort

Stinson Beach, Calif. November 7, 1931

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Those abutting on the paving please give as liberally as possible. Any amount is acceptable, but to pave any distance, subscriptions should be from $10 up. Make checks payable to The Progressive Club of Stinson Beach - Road Fund - and mail them at once to our Secretary

Mrs. Paul Grunert
Stinson Beach

MARVELOUS MARIN COUNTY

Road Paving Fund Monies Received.

Nov. 9 - 1931.

Mrs. Elizabeth Airey	$20.00
Mrs. Marjorie Airey	30.00
Mr. Robert Deiglmeier	returned 5.00
S. P. Moorhead	10.00
Mrs. Betsy Robinson	2.50
Mrs. Nellie Armistead	10.00
Mrs. A. L. Jordan	10.00
E. E. Wood	10.00
J. C. Bates	5.00
Mr. L. Worrall	10.00
Mr. A. B. Stebbins	10.00
Lloyd E. Smith	5.00
George Harlan	25.00
A. E. Anderson	10.00
Mrs. Marshall	10.00
Mrs. Carrie C. & Olive Burwell	10.00
Mr. & Mrs. Chas. E. Barton	10.00
Carlyle Anderson	10.00
Mrs. A. Billitir	20.00
Mr. & Mrs. Hagenbuch	10.00
A. C. Bartlett	5.00
Mrs. Dunn	10.00
Mr. & Mrs. M. Marble	5.00
Mrs. Hoff	
Mrs. Wilkes	10.00
	267.50

267.50

Mr. Bruno Schneider	10.00
Mr. Egger	5.00
Mr. & Mrs. Secord	10.00
Mr. Bruno Schneider	10.00
Mr. & Mrs. Paul Gruiet	10.00
Mr. & Mrs. Butler	10.00
Miss E. L. Fredricks	15.00
Mrs R. J. Airey	30.00
Mr. & Mrs. Thomas Spencer	50.00
	417.50
Mrs. Nellie Armistead	10.00
Mrs. Hoff.	10.00
Mr. Basher	10.00
Mr. & Mrs. Marble	10.00
Mr. Mrs. Rasmussen	15.00
Mr. & Mrs. Hagenbuch	10.00
Miss Edith Garner	12.50
Mr. & Mrs. Lloyd Smith	20.00
Mrs. Cortland	20.00
Mr. & Mrs. Harper	15.00
Smitte Upton	2.50
Mr. and Mrs. O'Keefe	15.00
Mr. and Mrs. McHaffie	10.00
Mr. and Mrs. Egger	15.00
Mr. & Mrs. Ducommun	30.00
	$23.00
Mr. William Kent Jr.	10.00
Mr. Olson	10.00
Mr. & Mrs. W. Airey	25.00
	667.00

1089.50

Carried forward $667.00

Mr. & Mrs. J. S. Drew 20.00

Mr. & Mrs. James Mayers 5.00

692.00

Mrs. Ohlson 5.00

697.00

Elting Hubbard 10.00

J. C. Bates 2.50

A. L. Jordan 10.00

A. C. Bartlett 10.00

R. Degelmeyer 15.00

Mrs. Billiter 5.00

Mrs. O. Rassmussen

Mrs. Marshall 20.00

Mr. & Mrs. Bousseau 20.00

Mrs. Skinner 30.00

Miss Fredricks 10.00

Mr. & Mrs. Ohlson 10.00

844.50

George Ohlemutz 25.00

F. Airey 40.00

W. Airey 40.00

W. B. Marble 40.00

P. Gruert 15.00

Mrs. Marble 10.00

Mrs. Armistead

Mr. Ward (Standard Oil) 20.00

Mrs. Weir 15.00

1089.50

J. S. Drew $10.00

Mr. O'Keefe 40.00

Ada Marble 12.00

L. Worrall 10.00

Cortland[illegible] 20.00

November 13, 1931.

The California State Auto Asso;
San Rafael.

Dear Sir:

You probably are accquainted with the fact that there is to be a dedication of our newly paved Coast Road(which will then be named the Shoreline Highway) on November twenty-second. If the weather is fair there are likely to be thousands of cars over this way.

Would it not be advisable to erect a sign,if not a permanent one at least one that will do temporarily, at a very dangerous curve on our road beyond Stinson Beach before this picnic crowd comes?

There have been two very serious accidents at this particular curve.One some time ago and the last, in which one man was killed and two others seriously injured, occurred on November eleventh.

The curve is abrupt and if one is driving fast the machine turns over into the bay or lagoon. If you enquire at Mayers Store in Stinson Beach, they will tell you just which curve I have reference to.

Hoping you can put up a Sharp Curve, or Danger sign before next week-end,

Yours very truly,

Hilda M. Grunert,

Secretary.

CALIFORNIA STATE AUTOMOBILE ASSOCIATION

INCORPORATED

GENERAL OFFICES: 150 VAN NESS AVENUE, SAN FRANCISCO

OFFICERS

D.H. LAFFERTY — PRESIDENT
R.I. BENTLEY — 1ST VICE PRESIDENT
E.B. DE GOLIA — 2ND VICE PRESIDENT
JOHN R. GRAHAM — 3RD VICE PRESIDENT
IRVING H. KAHN — TREASURER
D.E. WATKINS — SECRETARY & GENL. MANAGER
GEO. CHALMERS — ASST. SECRETARY & GENL. MGR.
F.V. DEWEY, JR. — FIELD SECRETARY
C.C. COTTRELL — MGR. HIGHWAYS BUREAU
GEORGE E. SANDFORD — GENERAL ATTORNEY
WM. M. TUDOR — PURCHASING AGENT
GEORGE S. GRANT — MGR. TOURING BUREAU
JAMES W. JOHNSON — CHIEF ENGINEER
LOUIS P. SIGNER — MGR. EMERGENCY ROAD SERVICE
E.A. MARCOTTE — MGR. REVIEW DEPT.

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INTER-INSURANCE BUREAU
GOVERNING COMMITTEE
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GENERAL MANAGER
GEORGE CHALMERS
MANAGER AND ATTORNEY-IN-FACT
W.F. STEWART — ASST. MANAGER
L. STADTFELD — SUPERVISOR OF CLAIMS

DIRECTORS

H.J. BRUNNIER — SAN FRANCISCO
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W.A. SUTHERLAND — FRESNO
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E.B. DE GOLIA — SAN FRANCISCO
FRANK A. CRESSEY, JR. — MODESTO
THOMAS W. HINE — EUREKA
ARTHUR HEBBRON — SALINAS
DR. GUIDO E. CAGLIERI — SAN FRANCISCO

ADDRESS REPLY TO
SAN RAFAEL DISTRICT OFFICE
401 FOURTH STREET
TELEPHONE SAN RAFAEL 608
SAN RAFAEL, CALIFORNIA

11-14-31

Mrs Hilda M. Grunert,
Stinson Beach.

Dear Mrs Grunert:

Replying to your letter of November 13th, I am sorry to state that I do not believe we will be able to erect this sign, as you request, because of the fact that we must have an order from the Supervisor of your district, before the same can be installed. We do not carry a stock of these signs on hand, and the same have to be made up in Los Angeles, which takes about 10 days or two weeks time.

I am, however, forwarding a copy of your letter to Mr Gardner, Supervisor of your district, and possibly he may have some means of taking care of your request.

Assuring you it is a pleasure to be "AT YOUR SERVICE", I am

Very truly yours,

J. D. STEELE,
San Rafael Dist. Mngr.

JDS:L

BRANCH OFFICES AT YOUR SERVICE

AUBURN, CHICO, EUREKA, FRESNO, HANFORD, HOLLISTER, MADERA, MARTINEZ, MARYSVILLE, MERCED, MODESTO, MONTEREY, NAPA, OAKLAND, PALO ALTO, PLACERVILLE, RED BLUFF, REDDING, SACRAMENTO, SALINAS, SAN JOSE, SAN MATEO, SAN RAFAEL, SANTA CRUZ, SANTA ROSA, STOCKTON, SUSANVILLE, UKIAH, VALLEJO, WILLOWS, WOODLAND, YREKA

YOSEMITE VALLEY

NATION WIDE SERVICE THROUGH AFFILIATION WITH AMERICAN AUTOMOBILE ASSOCIATION

11

MEMORANDUM

[Write it--don't say it]

To ..... Date .....

Re ..... ☐ Reply Requested

Chronicle -

Examiner

Call Bulletin

News.

Oak Trib

" Post Enquirer

Acme Newspictures Inc. (814 Mission)
Pictures
Acme Syndicate - 905 Mission St.
Associated Press 812 Mission St.
United Press
Times Wide World - Crocker Bldg

(Sign) .....

BANCO-S.F. FORM 155

December 3, 1931.

Editor The Chronicle,
San Francisco.

Dear Sir:

Our organization and entire community wish to thank you for the splendid publicity given the Dedication of our newly paved Shoreline Highway on November twenty-second through your papers.

We know that this was a great factor in the success of the occasion and we feel grateful for this help to our community and our West Marin district.

Your interest and support is very encouraging to us and is greatly appreciated.

Very truly yours,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M. Grunert,
Secretary.

Copy of the above sent to the following papers:

San Francisco Chronicle, San Francisco.
The Examiner, San Francisco.
The Call-Bulletin, San Francisco.
The Daily News, San Francisco, another letter .
The Oakland Tribune, Oakland.
The Post Enquirer, Oakland.
Acme Newpictures Inc, 814 Mission St., S.F.
Associated Press, 905 Mission St., S.F.
United Press, 812 Mission St., S.F.
Times Wide World, Crocker Building, S.F.

NEWSPAPER LIST-REDWOOD EMPIRE.

Name of Paper	Publisher	City Editor.
MARIN COUNTY		
San Rafael Independent-San Rafael (d)	Harry Lutgens	C. M. Fessier
Novato Advance -Novato	William Hanen	
Sausalito News, Sausalito	Frank B. Anderson	
Marin Herald-San Anselmo		J. R. Boothe
Larkspur-Corte Madera News-Larkspur	W. G. Weaver	
Mill Valley Record-Mill Valley	Mrs. Elizabeth B. Douglas	
Marin Journal-San Rafael	Harry Johnston, J. P. McCabe and W. F. McCamish-Owners and Publishers.	
SONOMA COUNTY		
Healdsburg Tribune-Healdsburg (d)	M. Earle Adams	
Santa Rosa Press Democrat-Santa Rosa (d)	E. L. Finley	Julian Mayar
Santa Rosa Republican -Santa Rosa (d)	E. L. Finley	George Desch
Petaluma Argus Courier-Petaluma (d)	The Olmsted Co. Inc.	J. Emmett Olmsted
The Defender-Santa Rosa	Mr. Johnson	
Sonoma Index Tribune-Sonoma	Edwin L Kynoch and Robt.L.Stanleigh	
Cloverdale Reveille -Cloverdale		
Sonoma County Labor Journal-Santa Rosa		Joseph Bredsteen
Sotoyme Scimitar-Healdsburg	Ande Nowlin	
Guerneville Times-Guerneville	F. M. Dake	
Sebastopol Times-Sebastopol	P. T. Allison	
Sonoma County Herald-Santa Rosa	R. A. Sage	
Healdsburg Enterprise-Healdsburg	R. E. Baer	
The Independent-Santa Rosa	J. A. Cleek	
NAPA COUNTY		
Napa Journal-Napa (d)	Napa Journal, Ltd.	
Napa Register-Napa (d)	Francis & Francis-G. M. Francis and G. H. Francis-Editors and Proprietors	
Napa Progress-Napa	Ed C Runyon	
St. Helena Star-St. Helena	F. B. Mackinder	
Calistoga Calistogian-Calistoga	C A Carroll	

Name of Paper	Publisher	Editor.
MENDOCINO COUNTY		
Ukiah Dispatch & Democrat-Ukiah	A P Thurston	
Fort Bragg Advocate & News-Fort Bragg	A A Heeser & E P Thurston	
Mendocino Beacon-Mendocino	A A Heeser	
Covelo Record-Covelo		
Willits News-Willits	A C Hammond	
Redwood Journal-Ukiah	C A Cober	
Ukiah Republican Press-Ukiah	A R O'Brien	
~~Point Arena Record~~		
HUMBOLDT COUNTY		
Humboldt Standard-Eureka (d)	C. L. Day	Ken O'Kane
Humboldt Times-Eureka (d)	The Times Publishing Co. J. H. Crothers, Gen. Manager.	
Arcata Union-Arcata	R M Wiley	
Blue Lake Advocate-Blue Lake	Gus Perigot	
Fortuna Advance -Fortuna	G S Graves	
Humboldt Beacon-Fortuna	Paul Jasper	
Ferndale Enterprise-Ferndale	H N Briggs	
The Americanizer-Eureka	Victor Zampatti	
DEL NORTE COUNTY		
Crescent City American-Crescent City	Howard T. Griffin	
Crescent City Courier and Triplicate----Crescent City	J A Juza	
LAKE COUNTY		
Lake County Bee-Lakeport	W J Bolce	
Lakeport Press-Lakeport	E J Moore	
Middletown Times-Star-Middletown		
Kelseyville Sun-Kelseyville	E E Bryant	
Upper Lake Reporter-Upper Lake	C L Powell	
JOSEPHINE COUNTY-OREGON.		
Grants Pass Courier-Grants Pass (d)	A E Voorhies	
Grants Pass Bulletin-Grants Pass	Benjamin J Kimber	

December 6, 1931.

Mr._____,
Editor _____,
_____,
Calif.

Dear Sir:

We appreciate the publicity you gave the celebration at Stinson Beach, which dedicated, on November 22nd, the opening of the first unit of the Shoreline Highway.

The press announcements and the cooperation of the Redwood Empire Association and of Marvelous Marin, Inc., made this a most satisfactory event. We thank you for your help in making it the success it was.

Yours very truly,
THE PROGRESSIVE CLUB OF STINSON BEACH

Hilda M. Grunert, Sec'y.

MEMORANDUM

[Write it--don't say it]

To ..... Date.....

Re..... ☐ Reply Requested

Fresno Bee

Sacramento Bee
Sacramento Union

Sacramento Bee Bureau - Chronicle Bldg
United Press - 814 Mission
Associated Press - Chroncile Bldg
Pacific Coast News Service - 74 New Montgomery
Southern Pacific News Bureau - 65 Market
Consolidated Publishing Co. 69 Pine St S F
Mc Graw Hill News Bureau - 883 Mission

(Sign) .....

BANCO-S.F. FORM 155

December 6, 1931.

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Editor _____,
**
_____,
Calif.

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THE PROGRESSIVE CLUB OF STINSON BEACH

Hilda M. Grunert, Sec'y.

October 8, 1931.

Mr. Henry Greer, District Attorney,
San Rafael.

Dear Sir:

Several questions of importance to our community came up for discussion at the Regular Meeting of the Progressive Club of Stinson Beach last evening and as the members were unable to come to any decision or take any action because of lack of knowledge of the law, I, as secretary, have been requested to ask you the following questions:

Last spring our organization put up quite a number of street signs in town. Went to considerable expense to make good looking and substantial signs. Shortly after they had been placed a party visited town and deliberately destroyed one sign. Party is known and was written to and requested to pay for the replacing of the sign, but to date has ignored letters. Is there anything we can do to make the party pay for the sign? Could the Club rightfully swear out a warrant?

What authority have we inregard to people parking their cars in our narrow streets? Often we find that some visitors have parked their cars right in the center of our roads making it very dangerous for the passing car to get by and sometimes making it impossible to get by.

Would it be possible for this community to make our

narrow hill roads ONE WAY ROADS and so designate them? Up one way and down another.

How could one enforce any law or control the above situations in an unincorporated town such as ours?

We should greatly appreciate any suggestions you may have to offer in regard to the above items. Perhaps you are somewhat accquainted with our narrow hill roads and understand our problem?

Thanking you in advance,

Yours very truly,

Hilda M. Grunert,

Secretary.

HENRY E. GREER
DISTRICT ATTORNEY

OFFICE OF
DISTRICT ATTORNEY
OF
MARIN COUNTY
SAN RAFAEL, CALIFORNIA

October 19, 1931.

Mrs. Hilda M. Grunert,
Stinson Beach, California.

Dear Mrs. Grunert:-

I have your letter of October 8th, in the matter of the destruction of the street signs erected by your club in and about Stinson Beach.

Traffic signs are erected either by the authority of the State Highway Commission on said highways, and local authorities on streets and highways under their jurisidiction. Therefore, as these roads are under the jurisdiction of the Board of Supervisors of the County of Marin, any signs that would be erected without their authority would not be legal traffic signs.

I would suggest that you have the board of supervisors authorize the erection of the signs, which you have placed at Stinson Beach, and which your club thinks proper for the public safety, and then should they be torn down, it would constitute a misdemeanor, both under the Penal code and the California Motor Vehicle Act.

In regard to the parking on the road, no one has the right to obstruct the public travel upon highways, and all of the roadway is for that purpose, and should any one park their car, or otherwise obstruct the highway so as to interfer with public travel they would be guilty of a misdemeanor, and would be subject to arrest by any traffic officer, constable or any peace officer.

Yours very truly,

Henry E. Greer

District Attorney.

Stinson Beach, Calif.
April 22nd, 1931.

Mrs Mary Chambers, Secy
Progressive Club of
Stinson Beach

My dear Mrs Chambers:-

In the matter of replacing the street sign wrecked by the boys who occupied Mrs Aireys Cottage during the Easter Vacation, the cost of one of these signs is far more than one would believe unless they understand the construction.

When I made and erected these street signs, it was a matter of personal pride to make them exceptionally strong, to withstand depredations of this kind, and to do a painting job that would resist our very trying weather conditions.

The sign board proper has seven coats-one filler, three of orange enamel, three coats of Val Spar varnish, and was allowed twenty four hours drying time between each coat; the black wooden border has four coats, and the metal binding and supporting irons have four.

Before varnishing, the sign has to go to San Rafael for lettering, which in quantity cost eighty cents each; for the one, I expect to pay at least one dollar; when all painted and varnished, both sign and metal parts have to go to Longley's Garage at Bolinas to drill the eight holes in the metal parts of each sign; Longley's bill will be small, just his time, as he is interested in helping our community.

I would much rather donate five dollars than go thru all these processes again, but a sign of this kind cannot be purchased; I think these boys should send the Club five dollars; I will order the parts for which the Club will pay cost as well as for the outside labor and I will donate my time for painting, assembling and putting the sign in place.

Very truly yours

.....

Chairman Sign Committee

WHAT MARVELOUS MARIN HAS TO OFFER YOU

Less Wind than any other County in California.
Excellent Schools, Churches and Stores.
Pure mountain water in abundance.
Excellent Auto Ferry service.
Up-to-date Cities and Towns.

Average annual rainfall, 56 years, 36.20 inches.
Good transportation by Electric trains.
Good Highways, Giant Redwoods.
Fruit, Flowers and Sunshine.
A Dry Warm Climate.

Average distance 12 miles from San Francisco.
An annual average of 265 Sunshiny days.
Paradise for Hunter and Fisherman.
Recreation Parks and Theatres.
Wonderful scenic beauties.

E. W. AMMERMAN
CHIEF DEPUTY
CIVIL DEPT.

TELEPHONE SAN RAFAEL 45

EDMUND T. BLUM
UNDER SHERIFF

OFFICE OF

WALTER B. SELLMER
SHERIFF OF MARIN COUNTY
SAN RAFAEL, CALIFORNIA

San Rafael, Calif.,
December 15, 1931.

Hilda M. Grunert, Secretary,
Progressive Club of Stinson Beach,
Stinson Beach, Calif.

Dear Madam:

Referring to your letter of November 23, 1931, relative to the destruction of a sign in Stinson Beach by a member of the Eunoia Club of Berkeley.

After considerable correspondence and delays I am happy to say that I have collected the cost of the sign and I am enclosing my check in the amount of $5.00.

I wish to assure you that I shall deem it a pleasure to be of service to you at any time.

Wishing your Club a very successful future and the Season's Greeting, I am

Very truly yours,

Walter B. Sellmer

Walter B. Sellmer, Sheriff.

MARVELOUS MARIN COUNTY

December 17, 1931.

Mr. Walter B.Sellmer,
Sheriff of Marin Co.,
San Rafael.

Dear Sir:

Our organization wishes to thank you for bringing to account the members of the Eunoia Club for the destruction of our street sign last spring.

This particular group of boys will be certain to have more respect for private and public property after this experience.

Assuring you that we thoroughly appreciate the efforts you have made on our behalf, we are,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH.

Hilda M.Grunert,
Secretary.

C O P y

San Rafael, Calif.,
November 27, 1931.

Mr. Dan Moser,
President, Eunoia Club,
Berkeley, Calif.

Dear Sir:

I am in receipt of information from the Progressive Beach Club of Stinson /that during the last Spring vacation, a a member of your Club destroyed a Street sign which was the property of the Progressive Club, and that they took the matter up with you and requested that they be reimbursed for the cost of erection of a new sign in the amount of $5.00. Up to this time no word has been received from you.

If this is a fact it appears to me that the party who is responsible should forward a check without further delay and no doubt avoid serious trouble.

Thanking you to give this matter your early attention, I am

Very truly yours,

Walter B. Sellmer, Sheriff.

November 23, 1931.

Mr. Walter B.Sellmer,
Sheriff,
San Rafael.

Dear Mr. Sellmer:

The particulars of the affair we talked about yesterday are:

Oneeof the Eunoia Club members, which is a high school boys club, destroyed a street sign on Laurel Avenue, Stinson Beach last spring vacation. It was deliberately done and we have witnesses to that fact.

When asked to pay for the replacement of the sign they told Mrs. E.Airey, whose house they were occupying at the time, that they, the club members, would pay for it but failed to leave the money tho they told Mrs. Airey, just before leaving town, that they had paid Mr. Marble, another resident.

Later our organization wrote a letter asking the Eunoia Club to pay the five dollars ($5.00) for the replacing of the sign but they did not answer the letter.

Mr. Dan Moser, 1908 Napa Ave., Berkeley, is the head of this Eunoia Club and is also a school boy and said that he would be responsible .

At the preceeding vacation this same group of boys did a great deal of damage to Mrs. Aireys cottage and she would not allow them to rent here house again until they had paid the damages .They paid the $18.00 she demanded and rented her cottage and then deliberately destroyed our street sign, which is the property of our organization. To date our bill remains unpaid.

We think that a letter coming from your office to these boys will be all that will be necessary and we hope that you will do what you can about the matter.

Yours very truly,

THE PROGRESSIVE CLUB of STINSON BEACH.

Secretarys' Report.

November 24, 1931.

Progressive Club of Stinson Beach,
Stinson Beach.

Dear Sirs:

Instead of receiving a letter, in answer to mine written to Mr. Casper Gardner, our Supervisor, in regard to the the acceptance by the Board of Supervisors of our local street signs, Mr. Gardner told me his predicament.

It seems that our streets are not yet county roads as they have never been accepted by the Board and therefore they cannot accept any signs placed on such streets.

We have taken the matter up with Mr. Walter B. Sellmer, our sheriff, and he will take care of the matter of the destruction of our signs as private property until such time as our roads and signs etc, are accepted by the Board of Supervisors.

Respectfully yours,

Hilda M. Grunert.

Secretary.

November 13, 1931.

Mr. Casper Gardner,
Mill Valley.

Dear Mr. Gardner:

Some time ago our organization put up signs naming the streets of our community and also put up DANGER signs at some of the sharpest curves in our narrow hill roads.

A week-ender deliberately destroyed one sign and as we know who the party is, we have been trying to collect the damages. I personally, went to see Mr. Greer, our District Attorney, about the law regarding these signs. Mr. Greer was busy but his deputy informed me that they had searched for some law regarding such signs, after they had received a letter I sent to Mr. Greer some time ago, but that they had failed to find any law covering them.

His suggestion was that we have the board of Supervisors accept the signs as a matter of form. So this letter is to ask you if you will ask the Board of Supervisors to accept them. There is no expence attacked to the upkeep or anything of the kind, as our organization will tkae care of that, but your acceptanee of them will give us a legal right to collect damages.

Hoping you will be able to help us out in this matter,

Yours very truly,

THE PROGRESSIVE CLUB OF STINSON BEACH

Alice M. Gomert.
Secretary.

November 17, 1931.

Mr. Henry Greer, District Attorney,
San Rafael.

Dear Mr. Greer;

I wish to thankyou for the trouble you have taken in our behalf in regard to the street signs.

Your deputy gave me virtually the same information as your letter and I acted upon it right away. I wrote to Mr. Casper Gardner, our supervisor, to ask him if he would get the board of supervisors to authorize the signs and I have not heard from him yet, as there has scarcely been time.

Again thanking you for your trouble,

Yours very truly,

Secretary.

HENRY E. GREER
DISTRICT ATTORNEY

OFFICE OF
DISTRICT ATTORNEY
OF
MARIN COUNTY
SAN RAFAEL, CALIFORNIA

November 14, 1931.

Mrs. Hilda M. Grunert,
Secretary Progressive Club,
Stinson Beach, California.

Dear Mrs. Grunert:-

I have not forgotten your letter of October 22nd, and I regret that I was not able to see you when you were in my office a few days ago.

It has not been so very long ago that I was in your delightful little town by the sea, and I am aware of the good work done by your club in making it a real progressive town by having street signs placed at the intersections.

In writing to you on October 19th, I used the term "traffic signs", but in fact there is really not much difference in effect whether you call them traffic signs or street signs, they are all put there practically for the same effect, that is, to regulate traffic and direct people where to go.

I share in your feeling of resentment against any one who would deliberately tear down such signs, and I gave considerable thought to some method by which such person could be arrested. However, I have come to the conclusion that that could not be done, because the signs are not authorized, and it is not a criminal offense to remove from the road any signs not authorized by proper authority.

I would suggest that you confer with your Supervisor, Mr. Gardner, and have the Board of Supervisors pass a resolution authorizing street signs to be placed at such intersections and on such streets as your club may designate, and then we willbe in s position to go after any one effectively if they destroy these signs.

Yours very truly,

Henry E. Greer
District Attorney.

October 22, 1931.

Mr. Henry Greer,
District Attorney,
San Rafael.

Dear Sir:

Your letter of October nineteenth, in answer to my inquiries, was received yesterday and I am hastening to write again because I feel that I did not make the matter of the street signs clear to you and I would like to get your answer before our next club meeting.

I notice that you particularly mention traffic signs. We know that it is necessary to get the authority of the Board of Supervisors to have such signs placed and I did not really refer to traffic signs.

The signs that our Club placed are street signs, naming the streets of our community, so that strangers can find their way about our hills. You are evidently not a frequent visitor to our town or you would have noticed these signs of which we are so proud. At any rate, our organization went to considerable expence and a great deal of trouble to place these signs and we put up exceptionally well made ones so that it would be difficult to destroy them.

Have the Board of Supervisors jurisdiction over these signs too? If not, is there not some way that we can collect for the damage of signs when they are deliberately and intentionally destroyed?

Aganin thanking you for your help,

Yours very truly,

Secretary.

April 21, 1931.

Mr. Dan Moser,
1908 Napa Avenue,
Berkeley, Calif.

Dear Sir:

While the Eunoia Club was at Stinson Beach during the Easter holidays, some of its members damaged a newly erected road sign so badly that it will have to be replaced.

The Progressive Club feels that the Eunoia Club, or some of its individual members, should pay for this sign and we therefore ask that $5.00 be remitted as soon as possible. We are enclosing a statement showing the labor necessary to erect a new sign. This statement proves that the charge of $5.00 is not unreasonable.

Thanking you for your prompt attention to this matter, we are

Yours very truly,
PROGRESSIVE CLUB OF STINSON BEACH

Mary S. Chambers,
Secretary.

HOTEL STEWART
SAN FRANCISCO

Stinson Beach, Calif.
April 22nd, 1931.

Mrs Mary Chambers, Secy
Progressive Club of
Stinson Beach

My daar Mrs Chambers:-

In the matter of replacing the street sign wrecked by the boys who occupied Mrs Aireys Cottage during the Easter Vacation, the cost of one of these signs is far more than one would believe unless they understand the construction.

When I made and erected these street signs, it was a matter of personal pride to make them exceptionally strong, to withstand depredations of this kind, and to do a painting job that would resist our very trying weather conditions.

The sign board proper has seven coats-one filler, three of orange enamel, three coats of Val Spar varnish, and was allowed twenty four houss drying time between each coat; the black wooden border has four coats, and the metal binding and supporting irons have four.

Before varnishing,the sign has to go to San Rafael for lettering, which in quantity cost eighty cents each; for the one, I expect to pay at least one dollar; when all painted and varnished,both sign and metal parts have to go to Longley's Garage at Bolinas to drill the eight holes in the metal parts of each sign; Longley's bill will be small, just his time, as he is interested in helping our community.

I would much rather donate five dollars than go thru all these processes again, but a sign of this kind cannot be purchased; I think these boys should send the Club five dollars; I will order the parts for which the Club will pay cost as well as for the outside labor and I will donate my time for painting, assembling and putting the sign in place.

Very truly yours

W.B. Marble

Chairman Sign Committee

HARRY LUTGENS
President
[redacted]t

FREDERICK H. MEYER
Past President

FRANK P. DOYLE
Treasurer

CLYDE EDMONDSON
General Manager

ELLIOT M. EPSTEEN
Counsel

REDWOOD EMPIRE ASSOCIATION

Non-profit DISTRICT CHAMBER of COMMERCE *Nine Counties*

Vice-Presidents and Executive Board Members

SAN FRANCISCO . . . E. H. MAGGARD
MARIN COUNTY . . . H. G. RIDGWAY
SONOMA COUNTY . . . J. H. MILLER
NAPA COUNTY . . THOMAS MAXWELL
LAKE COUNTY . . . . J. A. YOUNGREN
MENDOCINO COUNTY . . N. P. HOWE
HUMBOLDT COUNTY . . IRWIN T. QUINN
DEL NORTE COUNTY . . . E. R. GRIFFIN
JOSEPHINE COUNTY . . O. S. BLANCHARD

Executive Board Members at Large: HARRY LUTGENS LEO LEBENBAUM T. B. WILSON

General Offices
85 POST ST. (*Mezzanine Suite*)
TELEPHONES GARFIELD 6554-6555
SAN FRANCISCO, CALIFORNIA

December 31, 1951

IMPORTANT - RUSH ACTION ESSENTIAL --

One of the worst barriers to traffic in your Redwood Empire System of Highways is the present inadequate, unsafe and tortuous unit between Wilson Creek and the Bluffs in Del Norte County, on Route 1, Redwood Highway.

Your Nine-Counties Highways Committee, your Supervisors Unit, and the Association as a whole have unanimously recommended the realignment of this dangerous sector.

May we, therefore, respectfully request that you immediately -- today -- wire the State Department of Public Works and California Highway Commission at Sacramento, urging that the Commission take steps to reconstruct this sector on the new line, already surveyed, below the present roadway, through the Redwoods.

Principal delay has been caused by the refusal of one or two persons to allow a few trees to be cut in this section. In the meantime, accidents are taking place, people are afraid to drive this narrow, crooked road and the reaction is causing the black eye to your entire Redwood Empire system of highways -- among the touring and motoring public.

Your Association takes the position that human life is worth far more than the life of a tree. The removal of a few trees will never be missed, for the State Park, through which the highway will go, is full of hundreds of giant redwoods.

Copies of your communications to Sacramento will be appreciated. Thanking you for your cooperation, and assuring you that it will be well worth while, we are

Sincerely yours,
REDWOOD EMPIRE ASSOCIATION
William Deysher
By William Deysher,
Chairman of the Nine-Counties
Committee and
President, Supervisors Unit

RUSH!
TODAY!
RUSH!

Affiliated Units

Redwood Empire Supervisors Unit . . . . . SUPR. WM. DEYSHER, *Pres.*
Redwood Empire Newspaper Publishers Unit . . . . E. L. FINLEY, *Pres.*
Chambers of Commerce Unit . . . . . STANLEY H. JONES, *Pres.*
Redwood Empire Hotel-Resort Conference . . . LEO LEBENBAUM, *Pres.*
Auto Camp, Garage and Service Station Unit . . . H. L. BERGSTROM, *Pres.*
Redwood Empire Realtors Unit . . . . . C. W. COMSTOCK, *Pres.*
Redwood Highway Association . . . . . EDWARD MORRIS, *Pres.*
Shoreline Highway District . . . . . SUPR. FRED SUHR, *Pres.*
Shoreline Highway Association . . . . . N. P. HOWE, *Pres.*
Redwood Empire and North Coast Counties District Chambers of Commerce

Western Unions: — Mr. V. B. M.

While ~~we are~~ strong for conservation of ~~all~~ saving the Redwoods ~~possible~~, human life comes first. ~~The~~ This unsafe, ~~and~~ ~~dangerous~~ stretch of ~~the~~ ~~road~~ between Wilsons Creek and the tortuous, mid-cliff Bluffs in Del Norte County on Route 1 — in the Redwood Highway is taking human lives ~~at present~~ ~~and~~ ~~must~~ and we respectfully urge that you realign this section as recommended by the Nine-Counties Highway Committee, the Supervisors Unit, and the Redwood Empire Association.

See All the

Redwood EMPIRE

America's Newest National Playground

NINE COUNTIES IN CALIFORNIA AND OREGON

REDWOOD EMPIRE ASSOCIATION

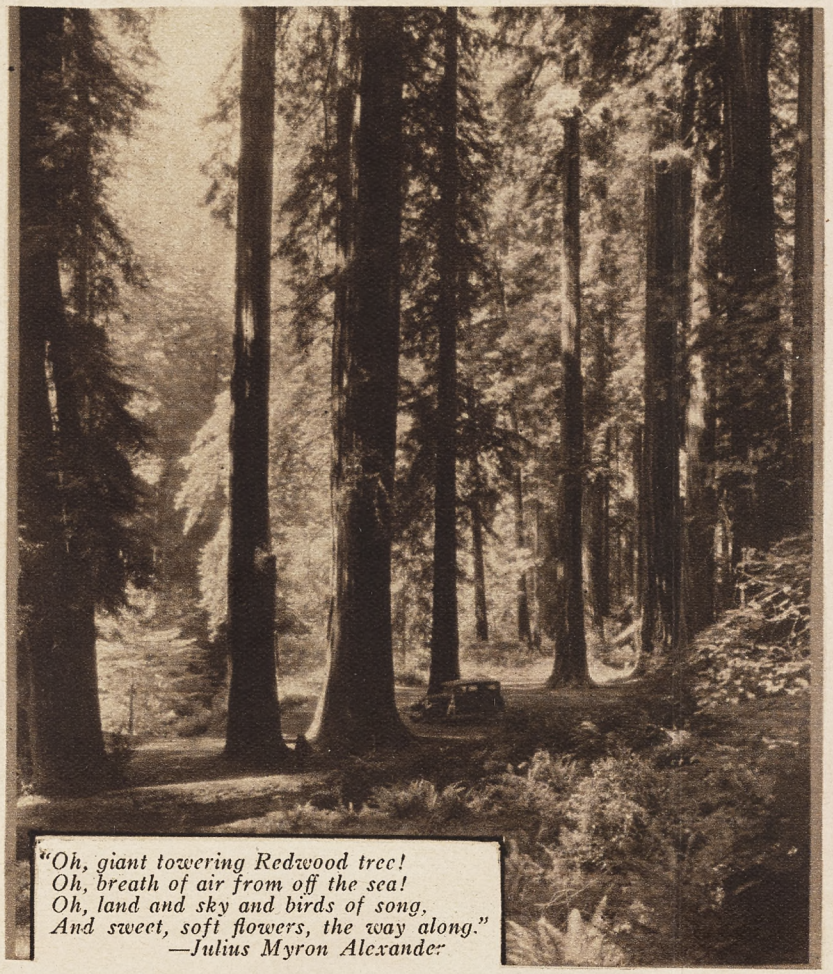
10 day Stop-over allowed in-

San Francisco

Southern Terminus & Main Operating Base for Redwood Empire Trips & Tours

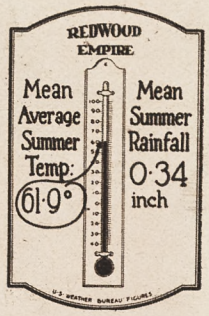
REDWOOD EMPIRE *Year 'Round Playground*

San Francisco—Marin—Sonoma—Napa—Lake—Mendocino—Humboldt—Del Norte—Josephine



"Oh, giant towering Redwood tree!
Oh, breath of air from off the sea!
Oh, land and sky and birds of song,
And sweet, soft flowers, the way along."
—Julius Myron Alexander

THE Redwood Empire is *"America's Newest Year-around playground."* Here *all* seasons of the year are attractive.



In summer it is comfortably cool. In the fall the air is crystal clear and foliage is richly multi-colored with autumn tints.

The winters provide abundant rain to render the Redwood Empire evergreen. Spring is a marvelous riot of delicately colored blossoms, greenery and forest verdure. Hillsides are covered for miles with rhododendron, oxalis, azaleas and other flowers.

Though there are days and weeks of continuous sunshine in the Redwood Empire, nights are always cool, comfortable and restful.

The Redwood Empire is the coolest summer route between California and Oregon, Washington and British Columbia (via San Francisco). The cool shade of the Redwoods and the soft, soothing breezes from the Pacific Ocean, lakes, streams and lagoons assure a thoroughly pleasant, comfortable trip.

Executives and the workaday people who live in these nine counties find work a pleasant task in the *all-year* exhilarating and zestful climate which pervades the Redwood Empire. In this invigorating, yet pleasant and equable Redwood Empire climate, ideal health is attained. Here one may enjoy more hours of *real living* per day.

Whether you come to live, or for a vacation trip, the Redwood Empire offers *all* the joys of the great outdoors—*throughout* the year.

SPEND *at least* TWO WEEKS *in the* REDWOOD EMPIRE

ON THE Pacific Slope—in the nine counties of the Redwood Empire—there lies within easy access a most marvelous "paradise wonderland" of forest, river, mountain, lake and marine scenery, interspersed with innumerable other variegated sightseeing attractions.

The Redwood Empire is "America's newest National Playground," having been made accessible only in recent years. You should plan to see the **entire** Pacific Coast, but be sure to include the Redwood Empire—the newest of a number of major attractions and national parks scattered throughout the Pacific Coast States of California, Oregon and Washington and the Canadian Province of British Columbia.

The Redwood Empire consists of the nine coastal counties of San Francisco, Marin, Sonoma, Napa, Lake, Mendocino, Humboldt, Del Norte and Josephine. San Francisco is the southern terminus, while Grants Pass and Josephine County, Oregon, comprise the northern terminus.

For either a quiet, restful vacation, or an active one, or for a most unusually interesting series of tours, you will find the Redwood Empire the "land where travel dreams come true."

The most kaleidoscopic succession of wondrously enchanting vistas ever concentrated in one single tour area will thrill the sightseer and lover of nature in the Redwood Empire.

ANGLERS' AND HUNTERS' PARADISE

The fisherman and the huntsman will find keen, exhilarating sport in the Redwood Empire. In this vast "Sportsmen's Paradise" there is close to 2000 miles of trout streams, and many miles of ocean and surf fishing.

OUTDOOR RECREATION

Numerous golf courses, with natural hazards, green carpeted fairways and sporty features, are scattered throughout the Redwood Empire. Cards may be arranged through hotels and resorts.

Other popular sports include horseback riding, hiking, swimming, boating, canoeing, camping, mountaineering, hunting, fishing, and all other vacation sports and diversions, to say nothing of "camera hunting." Your finest photographic technique will be challenged.

THE REDWOODS

Ninety-seven per cent of the world's redwoods are found in the Redwood Empire. These giant trees are thousands of years old and reach a maximum height of 375 feet and diameter of 25 feet. Altogether, there are 1,500,000 acres of redwoods in the Redwood Empire, this area averaging 20 miles in width.

These monarchs of the ages are the oldest living things on the face of the earth. The Redwood Highway itself is lined with over 100 miles of redwood giants!

INFORMATION

The Redwood Empire Association's FREE Information and Travel Bureau will gladly furnish you detailed county maps, hotel, resort, auto camp, garage and service station folders, Chamber of Commerce and community literature, transportation time schedules, and other data, and will plan your trip.

REDWOOD EMPIRE ASSOCIATION

General Offices:
68 POST ST., SAN FRANCISCO

Why go abroad to see the world's marvels? See America first, the Pacific Coast—and the REDWOOD EMPIRE!

Fascinating SAN FRANCISCO

Golden Gateway of the REDWOOD EMPIRE

San Francisco is graced with numerous beautiful and impressive public buildings. This is the City Hall. The scene reminiscent of Florence, Italy.

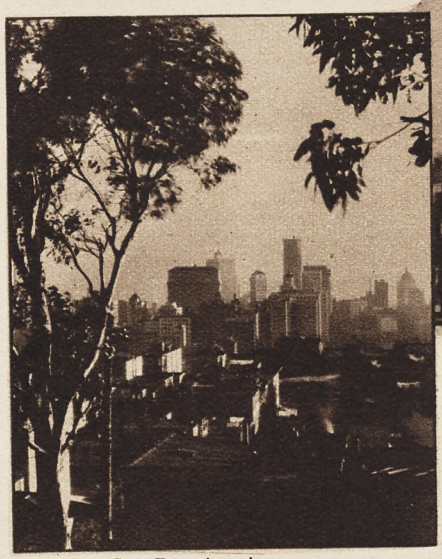
Golfing is a most popular sport the year around in San Francisco. One of many municipal courses, overlooking the Golden Gate-way to the Redwood Empire.

SAN FRANCISCO—America's coolest summer city, port of all flags, cosmopolitan metropolis of the Pacific Coast and El Dorado of the gold rush days of '49—is the southern terminus of the Redwood Empire, and the major trip objective for all California or Pacific Coast tours.

A stopover of several days should be planned in San Francisco, for, as Rudyard Kipling said: "San Francisco has only one drawback—'tis hard to leave."

Like Rome, San Francisco is builded on seven hills—it is a crossroad for all races—a world port. San Francisco includes a number of smaller cities, each retaining much of the quaintness and original life of foreign lands.

In San Francisco there are numerous

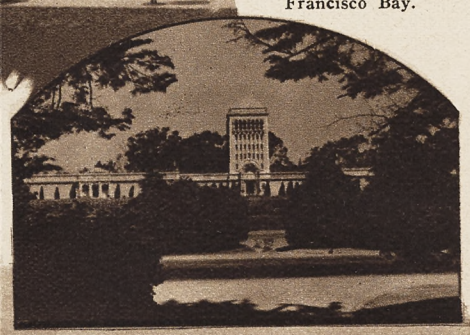


San Francisco is a story city — a never-ending source of inspiration for artists.

Mission Dolores was the center of activity in the colorful days of early Spanish California during the romantic era of the dashing Spanish caballero and the smiling senorita. Mission Dolores is one of the series of California Missions established by Father Junipero Serra in 1776.

"GOLDEN GATE-WAY TO THE REDWOOD EMPIRE"

This five-mile strait is the key to the largest landlocked harbor in the world—San Francisco Bay.



GOLDEN GATE PARK

The largest man-made park in the world, consisting of 1013 acres, four miles in length, transformed since 1870 from a vast waste of sand dunes into a veritable fairyland of gem-like lakes, forests, streams and waterfalls, gardens and playgrounds of every description. De Young Museum in center.

SAN FRANCISCO'S SKYLINE

Tall new buildings are continuously being added to San Francisco's already imposing metropolitan skyline. New buildings spell new prosperity for San Franciscans.

In the REDWOOD EMPIRE

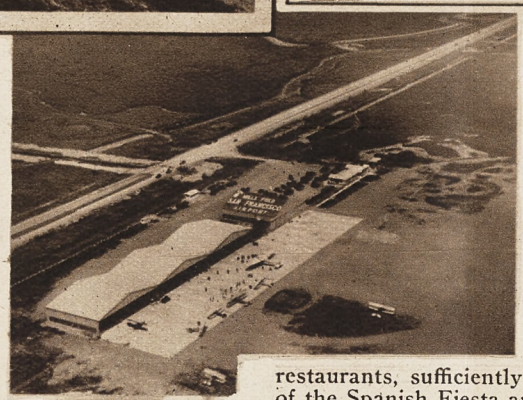
SAN FRANCISCO "City Loved 'Round the World"

Today the residence district of San Francisco runs right out to the surf of the open Pacific, where thousands of families get their sea-bathing. Many visitors here see the ocean for the first time.

PLEASURE-LOVING SAN FRANCISCO

Speed-boating is a popular sport of San Franciscans. San Francisco has constructed a first-class yacht harbor, municipally owned and operated.

San Francisco's great Bay brings yachting right up to the city itself, so that office-workers can glance out at white-winged boats most any day from February to November.



Mills Field is San Francisco's Airport—said to be one of the most accessible and finest equipped airdromes in the West. Constructed and operated by the Board of Supervisors of San Francisco.

Fleishhacker Pool is the largest outdoor swimming pool in the world. Here swimming is enjoyed the year around in San Francisco.

The mystery of the Orient is in San Francisco, for here is the largest Chinese settlement outside China itself. Beautiful textiles and objects of art from the Orient are displayed in world-famous shops here.

restaurants, sufficiently Bohemian to satisfy the most exotic—for the influence of the Spanish Fiesta and the pleasure-loving Dons of a century ago still lingers.

Though reminiscent of the romance and glamour of the Spanish pueblo that was—of the days of the Argonauts—San Francisco is extraordinarily modern—a great, rustling, bustling city. Yet, withal, it is a charming community—pleasure loving, though serious.

San Francisco is endowed with numerous parks and open spaces, fine clubs and lodges, impressive public buildings, wonderful theaters, children's playgrounds, many amusement areas and recreational facilities, and all other factors so essential to modern living.

San Francisco is a city of beautiful homes and gardens. It is a city of culture, the citizens participating annually in many music festivals, art exhibits and literary functions. There are many modern schools, colleges and universities in San Francisco.

San Francisco is the greatest hotel city in the world in proportion to population. O. Henry once called San Francisco the "Bagdad of the West," referring to its profusion of beguiling shops, where one may purchase exquisite fabrics and goods from the markets of the world. San Francisco has long been recognized as the style center of the West.

There are innumerable points of historic and scenic interest to visit and unusual sightseeing attractions to enjoy in San Francisco. A certain enchantment pervades this gay metropolis of the West, creating an irresistible desire to linger.

Perhaps it is the broad, generous hospitality of its people, who find life so pleasant and happy there, or perhaps it is the year-around pleasant and invigorating climate.

Tarry a while in this great "story city," sightseeing center, and "operating base" for Redwood Empire Tours. Your rail ticket will permit a ten-day stopover, that you may enjoy the numerous diversified sightseeing trips in fascinating San Francisco.

Detailed folders and maps from Redwood Empire Association.

In the REDWOOD EMPIRE

Marvelous MARIN County

MT. TAMALPAIS

Guardian sentinel of Marvelous Marin and of the Redwood Empire, towering 2700 feet into the air. Note the silhouette of the sleeping Tamal Indian princess. Reached via toll road or "crookedest railroad in the world."

Tomales Bay, on Shoreline Drive, north of Olema and Pt. Reyes. A most marvelously scenic tour.

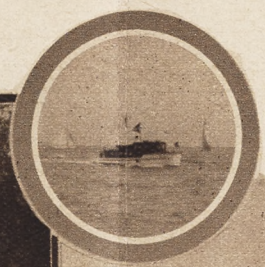
MARVELOUS MARIN COUNTY

A THRILLING boat trip across the Bay brings one to "Marvelous Marin" County, entrancing outdoor playground.

Here cozy California bungalows and luxurious mansions lie hidden in profusion of greenery and blossoms, where semi-country life is joined to the metropolis by highways and suburban trains and ferries.

The "Golden Gate Tour" to Forts Baker and Barry from Sausalito is a memorable trip. Also the trip to San Quentin and to the suburban villas and yacht harbors at Belvedere and Tiburon.

The 50-mile Circle Tour of Mt. Tamalpais offers a diversity of unusual scenery. This tour traverses the Dipsea Highway, passes over ninety-foot Alpine Dam, which creates mirror-like Alpine Lake, and passes through a 20,000-acre game refuge for deer and quail, to Stin-



MILES OF SANDY BEACH

Stinson Beach and Bolinas Bay offer the ideal in beach sports and recreation, including swimming, bathing, surf fishing, etc. Overnight and meal accommodations are available in this popular seaside recreational area. On the Shoreline Highway.

THE LAKE IN THE CLOUDS

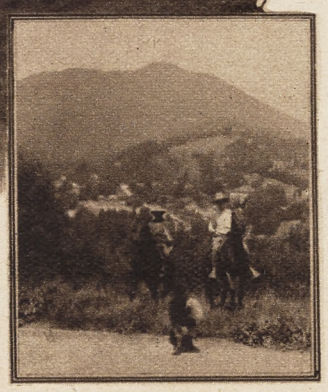
Beautiful Alpine Lake, a water gem in a vivid green setting, rests high in the hills, on the Circle Tour of Mt. Tamalpais and Stinson Beach.

AN ALL-YEAR SPORT

Golf is a year-around sport in the temperate, mild climate of Marvelous Marin. There are many courses available.

A CHARMING SUBURBAN HOME AREA

Marin, with its delightfully even climate and its rich verdure of flowers, shrubbery and trees, is an ideal setting for the hundreds of charming, typically California, residences found there.



ON THE WINGS OF THE MORNING

Horseback riding is a popular sport in Marvelous Marin. Mt. Tamalpais in the background.

In the REDWOOD EMPIRE

"Live where you Play" MARVELOUS MARIN

son Beach and Bolinas.

From the 2700-foot summit of Mt. Tamalpais, via Ridgecrest Boulevard, may be had a most marvelous panorama of the entire Bay and valley regions, and the Pacific Ocean. Hundreds of cities and towns, rivers, streams, lakes, bays and valleys lie spread out for miles around.

In Muir Woods—National Monument—are found the southernmost Redwoods of the Redwood Empire.

Rugged coast scenery and wooded countryside characterize the "Shoreline Tour"—from Stinson Beach to Bolinas, Olema, Pt. Reyes, Inverness, Marshalls, Tomales and Dillon's. Stinson Beach and Bolinas are popular beach playgrounds, with miles of sandy swimming beaches and resorts.

The drive bordering Tomales Bay is an incomparably scenic portion of the Marin Shoreline Tour.

Folders, maps, reservations from Redwood Empire Association.

A KING OF SPORTS

Yachting is a favorite sport among both young and old in Marvelous Marin. Hundreds of sailing and motor-driven yachts make Richardson's Bay, Belvedere and Sausalito their home port. View at Sausalito—San Francisco in the distance.

MECCA OF THE HIKERS

Thousands of San Franciscans and others seek the trails of Marvelous Marin on week ends, Mt. Tamalpais in the distance being one of the goals.

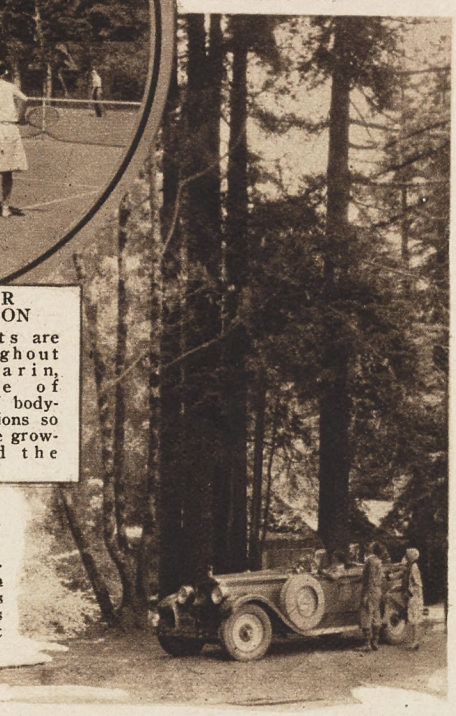
OUTDOOR RECREATION

Tennis courts are found throughout Marvelous Marin, providing one of many forms of body-building diversions so necessary to the growing child and the adult.

A SUNNY DAY IN MARIN

Bathing is a year-around diversion in Marvelous Marin, with its warm, pleasant climate.

(Left) Novato is the center of a rich farming and agricultural section, dairying and stock raising being a principal activity.



MUIR WOODS

Some of the first redwoods in the Redwood Empire. Reached via toll road or Tamalpais-Muir Woods R. R.

In the REDWOOD EMPIRE

Imperial SONOMA County

World-famous Bohemian Grove is located near the Russian River.

One specimen of Petrified Redwood tree typical of many found at Petrified Forest. Near Santa Rosa.

Steam Geysers near Cloverdale. The only place in the world outside Italy where natural steam out of the ground is being harnessed to create power.

Historic Russian Chapel on the Shoreline Highway. Built in 1811.

The Sonoma Mission is the northernmost mission in Father Junipero Serra's chain of California missions. Once the scene of colorful fiestas of early Spanish California romance.

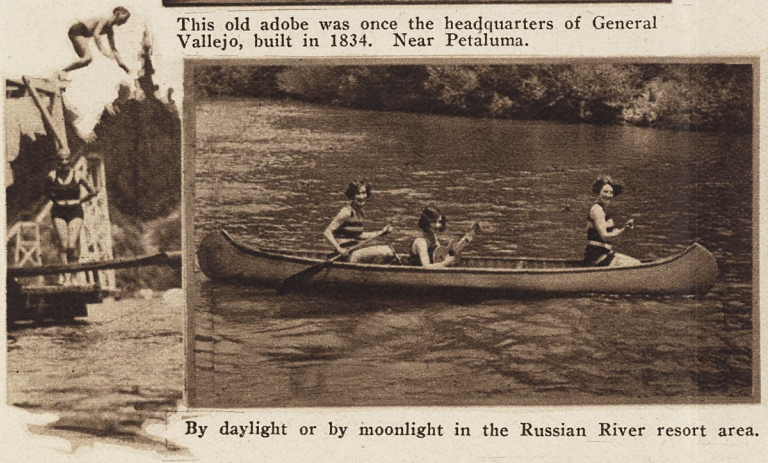
Surf fishing at Jenner-by-the-Sea. On the Shoreline Highway.

"Princess Santa Rosa"

The romance of early Spanish California still lives among the descendants of California's senoras and grandees at Sonoma.

Continuous sunshine, sandy beaches, swimming, canoeing, boating and all other diversions, together with numerous resorts of all kinds and sizes, make the Russian River one of California's most popular playgrounds.

This old adobe was once the headquarters of General Vallejo, built in 1834. Near Petaluma.



By daylight or by moonlight in the Russian River resort area.

SONOMA COUNTY

THE flags of England, Spain, Mexico, Russia and California Republic have ruled in historic Sonoma County. Near Petaluma is the old adobe home of General Vallejo, last of the Mexican Governors. Petaluma is known as the "World's Egg Basket"—its annual egg production being greater than 42,000,000 dozen eggs. Two Rock, nearby, is a productive dairying center.

Santa Rosa is world famous as the home of the late Luther Burbank, plant creator and scientist. Petaluma, Cotati, Santa Rosa, Geyserville and Healdsburg are major gateways to the Russian River and Sonoma Valley resort and vacation areas.

Sebastopol and Gold Ridge district (on Gravenstein Highway) produce earliest Gravenstein apples. More of Luther Burbank's gardens are in Sebastopol also.

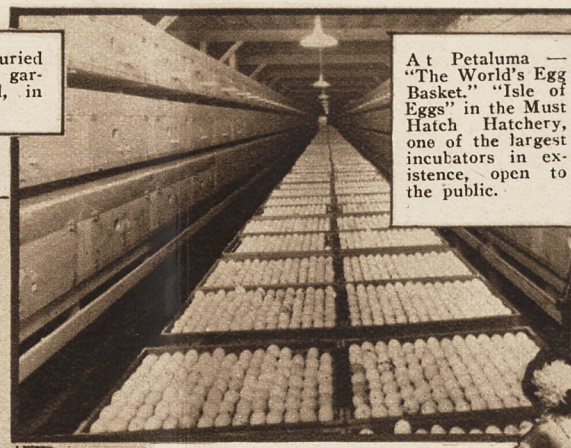
To the west is the famous Russian River Resort Colony. Here, beneath the redwoods, hiking, boating, bathing, dancing and kindred sports are annually enjoyed by thousands. Nearby are the Bohemian and Armstrong groves of Redwoods.

To the northwest stands Fort Ross, erected by the

In the REDWOOD EMPIRE

SONOMA COUNTY *Where Seven Nations Ruled*

Luther Burbank is buried under this tree, in the garden he loved so well, in Santa Rosa.



At Petaluma — "The World's Egg Basket." "Isle of Eggs" in the Must Hatch Hatchery, one of the largest incubators in existence, open to the public.

Petaluma loads the world's largest single shipment of fresh eggs in a refrigerator boat bound for Buenos Aires. Petaluma Chamber of Commerce arranged this gala celebration, participated in by Miss Buenos Aires and the Consul General of Argentine. Petaluma annually produces over 42 million dozen eggs.

Santa Rosa offers considerable to the tourist and prospective settler. Here is Santa Rosa's outdoor swimming pool.

There are over four miles of fine, sandy beach at Bodega Bay.

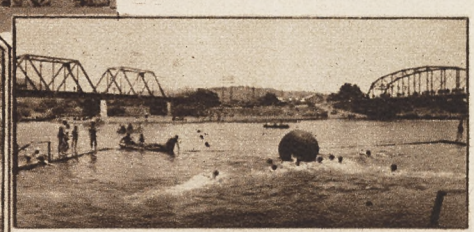
Gravenstein apple blossoms near Sebastopol on Gravenstein Highway—acres of fragrant loveliness. Earliest apples in the American market.

Original map of Sonoma County, made in rock by Indians ages ago. Near Cazadero.

California oranges are raised in profusion in the equable climate of Cloverdale.

Two Rock and Valley Ford are centers of highly productive dairying activities.

Vacation joys on the Russian River near Geyserville. Geyserville offers considerable attractiveness for rapid development, both agriculturally and as a vacation area.



Water sports on the Russian River and other vacation pursuits are combined with prune raising in and about Healdsburg.

Russians in 1811, and the Russian Chapel, southernmost Russian mission.

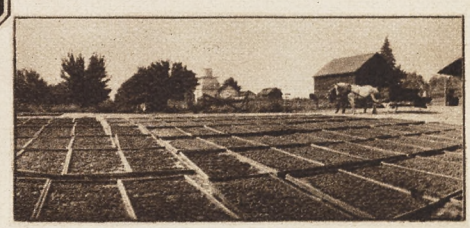
To the east lies the "Valley of the Moon," made famous by Jack London; also the picturesque city of Sonoma. In Sonoma is found the most northern and last of the chain of Padre Serra's early Spanish California Missions; also the home of the "Bear Flag" and the cradle of the "California Republic." Scores of summer resorts, mineral and hot springs are also found in the Valley of the Moon. Golfing is a popular pastime in Sonoma County.

Within 12 miles of Santa Rosa is the Petrified Forest, where trees long since turned to stone may be viewed. (South and east of Windsor.)

Healdsburg is "The Buckle of the Prune Belt." All outdoor vacation pursuits are enjoyed on the Russian River at Healdsburg and Geyserville.

Geysers and fumaroles, living steam wells, are found near Cloverdale, where natural steam, generated in subterranean regions, is being harnessed to create electric energy. In the warm, equable climate at Cloverdale, California oranges are raised in great profusion.

Folders and maps from Redwood Empire Association.



Luther Burbank's Office House on Goldridge Experiment Farm, Sebastopol, now being used by Stark Laboratories.

In the REDWOOD EMPIRE

Colorful NAPA County

All the sports of the great outdoors are year-around pleasures in Napa County resorts. Note the palms and other Oriental trees which require a warm climate.

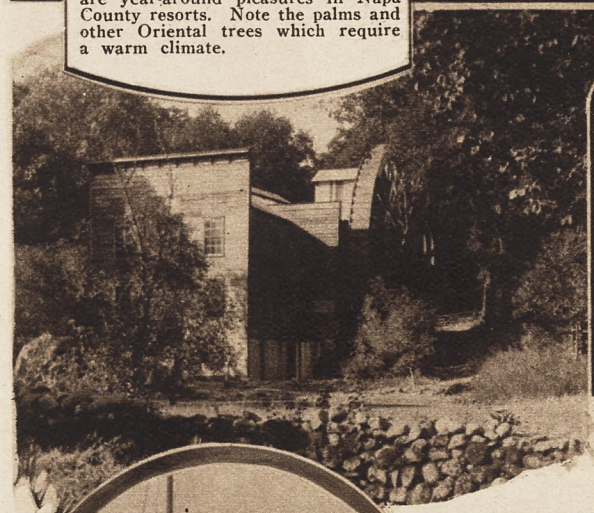
NAPA COUNTY, with its combination valley and mountain setting, offers much to the tourist and vacationist, as an all-year playground. Though Napa County is essentially a rich agricultural area, nevertheless it is possessed of extraordinary scenery, numerous natural phenomena and points of interest, together with a host of first-class hotels and resorts, each with its vacation diversion facilities.

Renowned are the dahlia beds in the city of Napa. Napa is a live, busy community of beautiful homes and evergreen trees and shrubs, with multi-colored flowers and blossoms. Napa is the southeastern gateway to the Redwood Empire.

The entire Napa Valley is a rich, colorful vineyard, in the center of which is St. Helena, a charming community of spacious homes, hidden in a profusion of trees and blossoms. Nearby is the old mill—rare relic of a pioneer day.

At Calistoga are numerous geysers, some of which shoot a heavy stream of water one hundred and seventy-five feet into the air. Calistoga, too, is a community of lovely homes and gardens and trees.

The New Geysers Highway connects Napa County with Sonoma County via Calistoga and Healdsburg, bordered with second growth redwoods. Napa County may also be reached from Santa Rosa and Calistoga via Petrified Forest Road.



Numerous geysers shoot frequently into the air near Calistoga. Some over 75 feet.

The Old Mill, reminiscent of the pioneer days, between St. Helena and Calistoga, on the Geysers Highway.

Napa's waterfront. Napa can be reached from San Francisco through Napa Creek, a stream of water that is navigable both in low and high tides.

The "Grape Vine," main highway over Mt. St. Helena between Napa and Lake Counties near Calistoga.

An enchanted road. A portion of the Silverado Trail, made famous in Robert Louis Stevenson's book entitled "The Silverado Squatters." This is a few miles north of Napa and south of St. Helena.

One of the many fine homes in Napa County. This is located near Oakville.

In the REDWOOD EMPIRE

NAPA COUNTY *Eastern Border of the Redwood Empire*

A bit of Europe in Napa County. The old Italian Chapel on the Stag's Leap Estate that annually draws many visitors to this part of the Silverado Trail, about 8 miles from Napa and St. Helena.

Palm trees and the venerable oak in mountain and valley is a typical Napa County combination.

The life of a farmer. Agriculture is the chief activity of Napa County. This prosperous field is located close to St. Helena, and is typical of the stands of grain in this section.

East of the main Napa Valley Route is the historic "Silverado Trail," made famous by Robert Louis Stevenson when he wrote "Silverado Squatters" while living at Silverado on the top slope of Mount St. Helena.

Mt. St. Helena is an extinct volcano. The crater and lava beds provide a most interesting trip objective. The Geysers Highway and the Silverado Trail both lead to St. Helena's summit, thence on northward into Lake County.

On Mt. Veeder, in Western Napa County, are beautiful groves of second growth redwood, as well as numerous other scenic and vacation attractions, reached via "Mt. Veeder Scenic Route."

In the eastern portion of Napa County are the communities of Pope Valley, Monticello and Chiles Valley, centers of various horticultural and agricultural sections. Also, in this eastern portion are numerous curative mineral springs including Aetna Springs, known the world over, and served by excellent resorts.

Napa County is the main arterial serving the Redwood Empire from East Bay points via Carquinez Bridge. The Black Point Cutoff serves Napa County from San Francisco, Marin and Southern Sonoma County via Redwood Highway.

Folders and maps from Redwood Empire Association.

On the Geysers Highway between Sonoma and Napa Counties via Calistoga. Mt. St. Helena in the distance.

The man with the pipe. This bit of nature's playfulness is famous for its true characterization, and is located a few miles from Napa on the Monticello Road.

Napa County's largest redwood tree, on Mt. Veeder.

Nectar for the Gods. A typical wine grape field near Yountville, between St. Helena and Napa. This section of the State has long been famous for its excellent grape that is comparable only to the best in Europe.

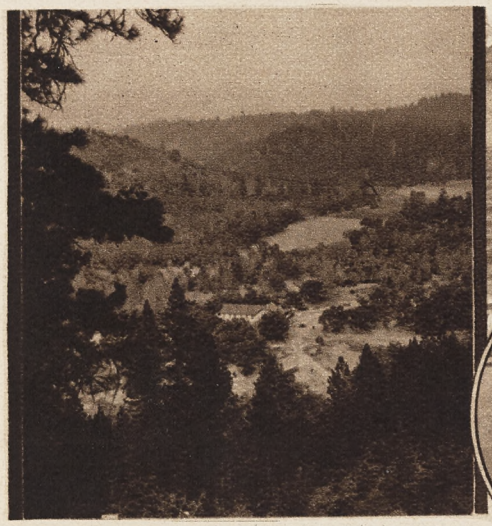
In the REDWOOD EMPIRE

Recreational LAKE County

Sunset on Clear Lake near the Oaks (via Lower Lake).

More championship races on Clear Lake near Highlands, Austins and the Park.

Hunting you have read about.



Numerous curative mineral springs served by first-class resorts are located in the beautifully wooded hills and mountains of Lake County between Middletown and Kelseyville. In this area are Adams Springs, Seigler Springs, Hoberg's, Howard Springs and Harbin Springs.

At 35 miles per hour! On Clear Lake near Kelseyville.

Aquaplaning provides many thrills on Clear Lake. Scene near Lakeside and The Lodge.

Championship outboard races are held annually on Clear Lake at Lucerne.

LAKE COUNTY

RIVALING the lakes of Switzerland in scenic charm, Lake County's necklace of lakes is less than 100 miles from San Francisco, via the Redwood Highway, or from the East Bay via Napa Valley Route. This is one of the most interesting trips in the Redwood Empire.

Loch Lomond, Scotland, has its counterpart in Clear Lake. This—the largest body of fresh water entirely in California—is 18 miles long and 7 miles wide at some places. Its elevation is 1350 feet above the sea, while the volcanic mountains surrounding it reach a height of over 4000 feet. It resembles the Windemere of the Lake poets—a "jeweled diadem, framed by emerald meadows and overshadowed by lofty crags."

Around the string of lakes, including Clear Lake, Blue Lakes, Tule Lake and Laurel Dell Lake, there is a veritable chain of summer resort colonies.

In the REDWOOD EMPIRE

LAKE COUNTY *Switzerland of America*

Golfing is just one of a number of diversified recreations in Lake County.

Thrilling sport at Lakeport, on the shores of Clear Lake. Lakeport offers remarkable opportunities for future development. Mt. Konocti in distance.

Blue Lakes, on Tahoe-Ukiah Highway, provide deluxe swimming, fishing and boating. Served by excellent resorts.

Lake bass and trout are the two principal species caught in the lakes and streams of Lake County.

Yachting is growing in popularity on Clear Lake in Lake County. This scene near Upper Lake.

Lake County, as one of California's most popular resort playfields, offers in its southwestern mountain area springs possessing curative qualities equal to those of Europe; served by first-class, modern hotels and resorts; also sporty fishing, zestful swimming, dancing and numerous other diversions.

These and other sports, together with sailing and speedboating, are popular diversions on the lakes.

Mt. Konocti, tallest of the mountain peaks, towers above over 90 miles of shoreline around Clear Lake, with hundreds of picturesque coves, bays and bathing beaches indenting the lake's border.

The Cascades near Blue Lakes are like the Falls of Lodore.

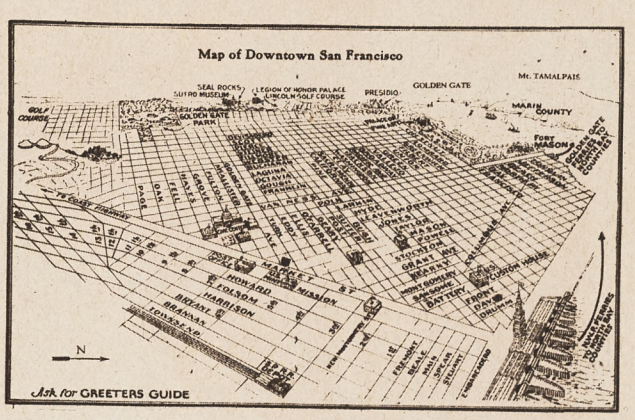
Lake County is incidentally one of the most productive fruit growing districts in California, being noted particularly for the famous Bartlett pear and English walnut.

Lake County is reached viz.: From San Francisco or northern points via Redwood Highway; divert east at Santa Rosa, Hopland or Ukiah. From East Bay points: go via Napa Valley and Mt. St. Helena route. From Sacramento Valley points: go via either Napa Valley or Tahoe-Clear Lake-Ukiah route.

Folders and maps from Redwood Empire Association.

Pastoral beauty of landscape and fruitful fields. Near Middletown, southern Lake county.

In the REDWOOD EMPIRE



1. Ferry Building, Relief Map of California, Mining Exhibit.
2. Chinatown.
3. Portsmouth Square (The Plaza).
4. Latin Quarter—Telegraph Hill.
5. Artist Quarter—Russian Hill.
6. Fisherman's Wharf—Meigg's Wharf.
7. Fort Mason—Transport Docks.
8. Palace of Fine Arts—1915 Exposition Site.
9. The Presidio.
10. Land's End—Legion of Honor Palace.
11. Lincoln Park and Municipal Golf Links.
12. Seal Rocks, Cliff House, Sutro Museum.
13. Ocean Beach.
14. Golden Gate Park.
15. Laguna Merced—Fleishhacker Pool (Sloat & Skyline Blvds.)
16. Twin Peaks.
17. Mission Dolores.
18. Civic Center.
19. Manufacturing District.
20. Wholesale Lumber and Mfg. District.
21. Hunter's Point Drydock.
22. Packing-house and Stockyard Districts.
23. Mills Field Airport.

SEE ALL THE
PACIFIC COAST
Two weeks in the
REDWOOD EMPIRE
The Redwood Empire is the cool and scenic summer route between California, Oregon, Washington and British Columbia.

Map of the Pacific Coast

Map of the CALIFORNIA REDWOOD BELT

REDWOOD EMPIRE
Mean Average Summer Temp: 61.9°
Mean Summer Rainfall 0.34 inch

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MENDOCINO County

(Top) Along this road are hundreds of living things that had their birth when Julius Caesar was campaigning in Gaul! Now, from eight to ten feet in diameter, they rise majestically into the sky, their lace-like foliage softening the rays of the sun and casting a flickering shadow on the leaf-bestrewn ground. A short stone's throw away is a purling stream, trout-laden, musically singing its way along its boulder-lined course.

HUMBOLDT County

(Bottom) The giant trees in the Redwood Empire have required thousands of years to attain their present growth and size. They reign in a land retaining much of the primitive, undeveloped, untrammeled. Nations have been born and have fallen; generations have come and gone during their immortal life—yet they live on and on to the end of time. At the base of these venerable old forest giants, delicate, feathery ferns grow to the height of a man's head.

Magnificent MENDOCINO County

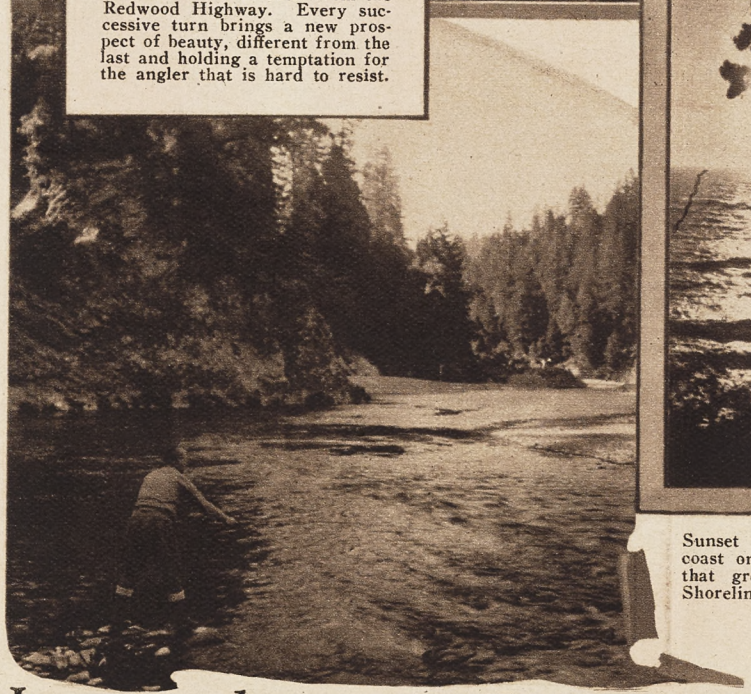
The Eel River as seen from the Redwood Highway. Every successive turn brings a new prospect of beauty, different from the last and holding a temptation for the angler that is hard to resist.

The picturesque, colorful days of '49 are revived annually at Willits during the Willits Frontier Days celebration.

Mendocino's hardy Western heritage is relived again at the annual Ukiah Rodeo at Ukiah.

Sunset along the Mendocino coast one of the unusual sights that greet the motorist. On Shoreline Highway.

Weird ancestral rites.



In the REDWOOD EMPIRE

MENDOCINO COUNTY
"Vacationist's Delight"

Sunset along the Mendocino coast, one of the unusual sights that greet the motorist.

The Shoreline Highway is as picturesque as the Cornish Coast and the Bay of Naples.

MENDOCINO is a "Gateway" to the great redwood forests of the Redwood Empire, and mecca of the sportsman and pleasure seeker. Here Nature has implanted beautiful drives, picturesque scenery, delightful camping sites, fine fishing, good hunting, medicinal springs —in fact, everything that goes to make life more pleasant and prosperous.

Mendocino County is twice as large as the State of Delaware. Her climatic conditions include the warmth of the Southland, the cool breezes of the seashore, and even the snowcapped mountains of the Northland.

The traveler soon realizes the lure that attracts so many pleasure seekers to Mendocino's towering mountains, tree-clad hills, abundant streams and springs, spectacular coast, lovely valleys and her grand forests of redwood and pine.

Indian descendants from the glorious days of the early West lend a certain romance and color to Mendocino. Along the Redwood Highway near Willits is a rock where Black Bart, famous brigand and highwayman, robbed mail stages in the hardy days of horse-drawn stagecoaches.

The most interesting phenomena are the extraordinary rock formations and wind sea caves on the rugged Mendocino Coast—along the Shoreline Drive.

One of three International Observatories is at Ukiah; also the State Hospital, and Fish Hatchery. Also a spawning station. Ukiah is the western terminus of the Tahoe-Clear Lake-Ukiah Highway.

The Shoreline Route—along the Mendocino Coast—rivals in scenic charms the Cornish Coast and the Island of Japan. This route leads through the prosperous lumbering and agricultural communities of Gualala, Point Arena, Manchester, Greenwood, Elk, Navarro, Albion, Mendocino, Fort Bragg, Westport and Rockport.

Hopland is a gateway to Lake County. The Anderson Valley Apple Show takes place at Booneville annually.

Mendocino is truly rich with its vineyards, pear and prune orchards, stock raising ranches, lumbering industry and mercantile interests.

HUMBOLDT COUNTY
"Sportsman's Paradise"

WITH over 800 miles of trout, salmon and steelhead fishing streams; wonderful deer hunting; 400,000 acres of virgin Redwood forests; a cool, ideal summer climate; thousands of beautiful camping spots, and an abundance of good water, Humboldt County has indeed been appropriately designated "The greatest camping ground in America."

The Redwood Highway passes through the full length of the county for 100 miles, through these virgin Redwoods, through Eel River Canyon, along the famous Eel River, along the edge of the picturesque coast bluffs, affording grand ocean views, past placid lagoons—a change in the scene delighting the traveler's eye at each turn in the road—resting in up-to-date hotels or auto camps with every accommodation.

Summer visitors have a delightful taste of the recreational pleasures of Humboldt; but the dwellers in this region enjoy zestful outdoor life the year round. They can reach the primeval wilderness within a brief journey. The seacoast and the mountains and the Redwoods give to this life in the open a diversity of charm that few lands can equal.

Hiking along fern-bordered woodland trails or across lofty ridges; swimming in the rivers and at the coast beaches; canoeing and motorboating down the Eel and Klamath Rivers—these are among the exhilarating sports open to you when you come to Humboldt.

Folders from Redwood Empire Association.

The Eel River flows through giant redwood trees bordering the Redwood Highway for 65 miles.

Humboldt State Teachers' College at Arcata.

In the REDWOOD EMPIRE

Majestic HUMBOLDT County

The NEW Redwood Highway in Humboldt County.

Ninety-seven per cent of the world's redwoods stand in the Redwood Empire. The Redwood Highway itself leads through over 100 miles of these giant trees.

Little Fawn, recently crowned "Princess Redwood Empire." Klamath tribe.

800 miles of fishing streams in Humboldt County.

The new Big Lagoon trestle constructed entirely of redwood, over a mile in length.

In the REDWOOD EMPIRE

The REDWOOD EMPIRE *is* EASY *to* REACH

In arranging Pacific Coast itineraries, be sure to include the Redwood Empire, via San Francisco and Portland. Special tour coupons may be purchased from your local ticket agent. *Take ALL trips within the Empire.*

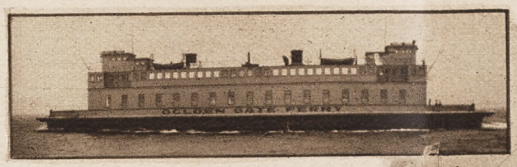
Ease of accessibility is now a distinct advantage of the Redwood Empire — by automobile, rail, motor stage or ferry. To travel the Redwood Empire an automobile is not necessarily required. Modern, regular, reliable and reasonably priced transportation service is operated by Northwestern Pacific Railroad, Pickwick Stages System, Southern Pacific Motor Transport, Oregon Stages System, Coast Auto Lines, Golden Gate Stages and connecting lines.

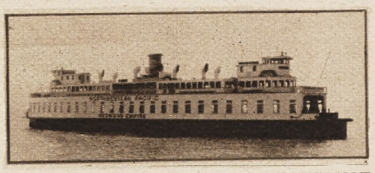
The Redwood Empire may be reached via major coastal and transcontinental stage lines, railroads, highways and connecting lines; also via intercoastal, transpacific and coastal steamship lines and connections. San Francisco is the southern "gateway." Grants Pass (via Portland, Oregon) is the northern "gateway."

Full details may be obtained from the Redwood Empire Association or from your local ticket, travel or tour agent.

THE REDWOOD EMPIRE IS NOW SERVED BY FIRST-CLASS AUTOMOBILE AND PASSENGER FERRIES.

The Southern Pacific-Golden Gate Ferries, Ltd., operate fleets of fast automobile and passenger ferries between San Francisco and Marin County, serving all Redwood Empire counties. Also operate between Berkeley, Oakland, Richmond, Alameda and San Francisco.

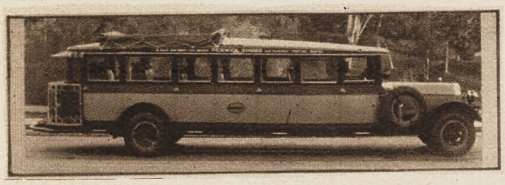




The Richmond-San Rafael Ferry Co. operates fast automobile and passenger ferries between Richmond and Point San Quentin providing easy access between the East Bay and Redwood Empire Counties, via Marin.

Monticello auto and passenger ferries provide a delightful Bay trip between San Francisco and Vallejo, serving all Redwood Empire Counties, via Napa, Lake or Sonoma Counties.

MODERN DE LUXE MOTOR STAGES AND RAILROAD FACILITIES SERVE THE REDWOOD EMPIRE.



Pickwick Stages System operates De Luxe passenger and tourist equipment, serving the Redwood Empire with low through rates from all parts of the Pickwick System and connecting lines on the Pacific Coast and in the East.

The Oregon Stages System serves the Redwood Empire between Portland (also other points in Oregon) and Grants Pass; thence Coast Auto Lines to Crescent City, connecting with Pickwick to San Francisco and vice versa.

De Luxe equipment may be rented from Yellow Drivurself System —or rent a car from Carmichael's U-Drive Auto System.

See San Francisco, also portions of Marin and Sonoma Counties via Gray Line Tours —in de luxe sightseeing equipment. Plan several days of Grayline sightseeing.

The Northwestern Railroad serves the Redwood Empire with both local and through rail service between San Francisco, Eureka, Grants Pass and connecting lines with interline tariffs applying from all parts of the United States, via transcontinental and coastal railroads.

Also serves the Russian River District and Sonoma Valley direct.

Golden Gate's Stages operate De Luxe local and tourist service between San Francisco, Sausalito and Santa Rosa, also serving the Russian River District and Petrified Forest.

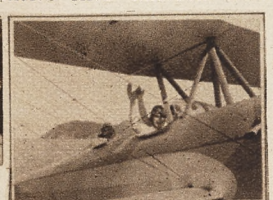
The Carquinez Bridge, largest highway bridge in the world, affords a direct ferryless route between the East Bay and the Redwood Empire, via Napa and Lake, or Sonoma Counties.

FIRST-CLASS EQUIPMENT FOR SIGHTSEEING AND RENTAL PURPOSES.

Mount Tamalpais and Muir Woods may be reached by the Mount Tamalpais and Muir Woods Railroad (or via toll roads).

Fast electric service between Petaluma and Sebastopol, Santa Rosa and Forestville is operated by the Petaluma-Santa Rosa Railroad.

A delightful scenic tour is available between Willits and Fort Bragg via the California Western Railroad.



The Redwood Empire may also be reached by air.

Vallejo-Sonoma-San Rafael Cut-off provides a short route between Marin, Sonoma and Napa Counties.

EXCELLENT HOTELS AND RESORTS AND AUTO CAMPS.

Ever-increasing travel to and through the Redwood Empire has stimulated the construction of hotels, resorts and auto camps. Hence, you will find finest of modern accommodations to suit your desire and your purse. Write for "Hotel-Resort Guide" and "Auto Camp, Garage and Service Station Guide" folders gratis.

SPEND *at least* TWO WEEKS *in the* REDWOOD EMPIRE

Diversified DEL NORTE County

The Roosevelt Highway, in Del Norte County, parallels a rugged coast with marine scenery as alluring as the Island of Japan. Near Smith River.

At Crescent City. Fishermen come from the world over to enjoy the sporty battle of landing King Salmon in Del Norte County. Here is a 60-pound specimen.

The new Douglas Memorial Bridge spanning Klamath River, said to be the largest concrete bridge in the West.

Bag near Crescent City. Bear hunting is one of the big game sports of Del Norte County.

Cougar are still hunted in the wilds of Del Norte County.

Requa and Klamath are headquarters for salmon fishing. Here power boats may be hired for trips up the beautiful Klamath River.

DEL NORTE COUNTY

SEVENTY-EIGHT per cent of Del Norte County is under United States Government control, which makes of it one of the greatest "reserved" vacation playgrounds and fish and game districts in California. Del Norte boasts of the heaviest single acre and 120,000-acre stand of Redwoods.

On entering Del Norte's virgin redwood forests you will discover yourself in a territory which, though centuries old, is new in point of travel. Del Norte's attractions, not surpassed anywhere, are open to you via the Redwood Highway.

As you emerge from the depths of these giant redwood forests, you will suddenly find yourself on a high cliff, with the pounding surf hundreds of feet below.

A magnificent panorama of the

In the REDWOOD EMPIRE

DEL NORTE COUNTY "Last of the West"

Giant redwoods are the oldest living things on the face of the earth.

The Smith River Divide. Remarkable engineering feat on the Redwood Highway in Northeastern Del Norte County near State line.

Indian tribal dances and ceremonials are annually staged in Del Norte County. The last of the West.

Combined mountain, forest and marine vistas follow the Redwood Highway through Del Norte County near Crescent City.

open sea and the rugged coast spreads before you for miles, while Crescent City lies shimmering in the distance.

The highway here is cut from solid cliffs along the ocean shore. Through the foliage of giant redwood trees the waters of the Pacific sparkle brilliantly. Truly, this is a remarkable combination of forest, mountain, river and marine scenery.

Del Norte beaches, with their picturesque oriental sand dunes, are meccas for the souvenir hunter and sea-life collector.

The community of Smith River is the center of a large dairying area. Nearby is Lake Lindbergh—probable site for the United States Naval Aviation Base.

The communities of Requa and Klamath are headquarters for fishing expeditions by boat up the Klamath River—California's largest river.

There are 500 varieties of wild flowers and twenty varieties of lilies in Del Norte.

Del Norte is truly the newest "Artists' Paradise," though the "Last of the West."

In the REDWOOD EMPIRE

Progressive JOSEPHINE County

Typical interior view of Oregon Caves, near Grants Pass.

Another cavern in the Oregon Caves.

Finish of the Second Annual Redwood Empire Indian Marathon at Grants Pass. Flying Cloud, entered by Oregon Cavemen, receives his pot of gold as first prize award from H. G. Ridgway, general chairman, while Princess Redwood Empire looks on.

Sport on the Rogue River. Herbert Hoover fished here. (Steelhead and Salmon.)

In Grants Pass there is a most effective community organization known as the "Oregon Cavemen, Inc." Here they are initiating a United States Congressman into their fold.

JOSEPHINE COUNTY
(Oregon)

JOSEPHINE COUNTY is the northern terminus of the Redwood Empire, while Grants Pass is the northern terminus of the Redwood Highway and the junction point with the Pacific Highway. If traveling south —turn right at Grants Pass.

Fifty miles from Grants Pass via the Redwood Highway, near Kerby, are the famous Oregon Caves. These "Marble Halls of Oregon" represent a most unusual attraction of the Redwood Empire.

These are immense vaulted chambers of stalactites and stalagmites, connected by natural passages and extending over a mile into Grayback Mountain. Trips may be taken into the Caves with regular guides, on schedule, the average underground trip requiring 2¼ hours.

Crater Lake is but 99 miles to the east.

A trip of twenty-five miles down the Rogue River leads through Hell Gate Canyon, where the river cuts deep into solid rock on its way to the ocean. Here, also, are to be found the mining camps of Galice and Almeda. Zane Grey annually finds this to be excellent fishing, hunting and vacation territory.

This area is teeming with the romance of hardy early mining days. Waldo, Althouse Creek and Llano de Oro were important mining centers.

Six miles up Rogue River, from Grants Pass, is the irrigation dam, where frequently can be seen thousands of salmon fresh from the ocean going up the fish ladder.

Twenty thousand fertile acres of irrigable lands and an abundance of water surround Grants Pass.

Folders, maps, from Redwood Empire Association.

In the REDWOOD EMPIRE

JOSEPHINE COUNTY

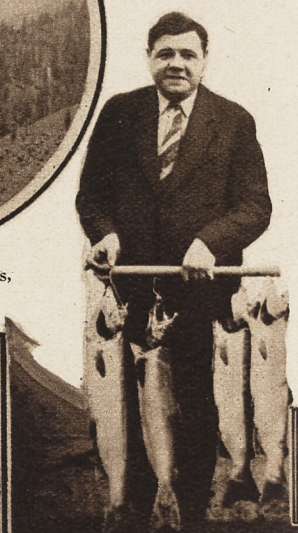
Northern Gateway of the
REDWOOD EMPIRE

A mountain chalet. Typical of attractive accommodations found throughout the Redwood Empire.

Illinois River, near Kerby, Josephine County.

In the Grayback Mountains, Josephine County.

Off for a delightful two weeks' hunting and fishing trip.



Babe Ruth found the Rogue River very productive of salmon.

Zane Grey finds the Rogue River his greatest fishing stream.

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In the REDWOOD EMPIRE

District Headquarters for Authoritative

REDWOOD EMPIRE INFORMATION

Specific community or county information and literature (non-profit) may be had by writing or calling on any of the following community organizations:

ARCATA.....Chamber of Commerce—*A. H. Brown, Secretary*
BODEGA.....Chamber of Commerce—*the Secretary*
CALISTOGA.....District Chamber of Commerce—*C. W. Crouch, Secretary*
CLEAR LAKE.....Chamber of Commerce—*Mr. Doane*
CLEAR LAKE OAKS.....Chamber of Commerce—*Wm. Rose, Secretary (Stubbs P. O.)*
CLOVERDALE.....Chamber of Commerce—*N. S. Cobb, Secretary*
CORTE MADERA.....Chamber of Commerce
COTATI.....Promotion Club—*W. C. Woodward, Secretary*
CRESCENT CITY....Chamber of Commerce—*L. G. Westfall, Secretary*
DEL NORTE COUNTY.....Chamber of Commerce—*J. A. Juza, Secretary*
EUREKA.....Chamber of Commerce—*R. J. Wade, Secretary*
FAIRFAX.....Chamber of Commerce—*Attention the Secretary*
FERNDALE.....Chamber of Commerce—*R. H. Edwards, Secretary*
FORT BRAGG.....Chamber of Commerce—*W. W. Salsig, Secretary*
FORTUNA.....Business Men's Association—*C. R. Johanson, Secretary*
GARBERVILLE.....Chamber of Commerce—*D. E. Knapp, Secretary*
GEYSERVILLE....Chamber of Commerce—*J. Ernest Murphy, Secretary*
GRANTS PASS (Ore.).....Chamber of Commerce—*J. R. Harvey, Secretary*
GUERNEVILLE.....Chamber of Commerce—*M. A. Trine, Secretary*
HEALDSBURG.....Chamber of Commerce—*Col. C. W. Bourne, Secretary*
HIGHLANDS.....Chamber of Commerce—*Attention the Secretary (Clear Lake)*
HOPLAND.....Board of Trade—*D. G. MacMillan, Secretary*
HUMBOLDT COUNTY.....Board of Trade—*R. J. Wade, Secretary Eureka*
KELSEYVILLE.....Chamber of Commerce—*P. Q. Robison, President*
KENTFIELD.....Chamber of Commerce—*Attention the Secretary*
KLAMATH.....Chamber of Commerce—*S. A. McBeth, Secretary*
LAKEPORT.....Business Men's Center—*Victor Eickhoff, Secretary*
LAKESIDE.....Chamber of Commerce—*M. B. Elliott, President (Lucerne P. O.)*
LAKE COUNTY....Resort Association—*Mrs. M. E. Roberts, President Seiglers*
LARKSPUR.....Chamber of Commerce—*F. W. Amman, Secretary*
LOLETA.....Board of Trade—*W. J. Ginsell, Secretary*
LOWER LAKE.....Chamber of Commerce—*John L. Pope, Secretary*
MARIN COUNTY.....Marvelous Marin—*H. G. Ridgway, President (San Rafael)*
MENDOCINO.....Chamber of Commerce—*A. Brown, Secretary*
MENDOCINO COUNTY.....Chamber of Commerce—*Ed. Morris, Managing Director*
MIDDLETOWN.....Chamber of Commerce—*S. B. Herrick, President J. B. Ratchford, Secretary*
MILL VALLEY.....Chamber of Commerce—*Mrs. A. A. Wells, Secretary*
MONTE RIO...Improvement Association—*A. M. Geisenhofer, Secretary*
MONTICELLO.....Chamber of Commerce—*Attention the Secretary*
NAPA.....Chamber of Commerce—*Charles Grady, Secretary*
NAPA COUNTY....Resort Association—*M. Van Rensselaer, President —Lokoya*
NOVATO.....Chamber of Commerce—*L. R. Knutte, Secretary*
OCCIDENTAL.....Chamber of Commerce—*C. L. Beman, Secretary*
PETALUMA.....Chamber of Commerce—*Harry Beidelman, Secretary*
PT. ARENA-MANCHESTER.....Chamber of Commerce—*A. L. McCallum, Secretary*
REQUA.....Chamber of Commerce—*Attention the Secretary*
RUSSIAN RIVER.....*L. E. Kingsley, Secretary—Monte Rio P. O.*
ST. HELENA.....Chamber of Commerce—*L. D. Vasconi, Secretary*
SAN ANSELMO.....Ross Valley Development League
SAN FRANCISCO.....Chamber of Commerce—*Robert Newton Lynch, V. P. & G. M.*
SAN FRANCISCO.....Californians Inc.—*J. J. Cuddy, Manager*
SAN FRANCISCO.....Convention League—*Malcolm Frazer, Manager*
SAN RAFAEL.....Chamber of Commerce—*W. S. Nock, Secretary*
SANTA ROSA....Chamber of Commerce—*J. H. Kirkpatrick, Secretary*
SAUSALITO.....Chamber of Commerce—*E. S. Rayburn, Secretary*
SEBASTOPOL.....Chamber of Commerce—*Margaret Fuller, Secretary*
SMITH RIVER....Chamber of Commerce—*Henry Westbrook, President*
SONOMA....Sonoma Valley Organizations United—*R. A. Dow, Secretary*
TRINIDAD.....Chamber of Commerce—*Norman R. Smith, Secretary*
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VALLEY FORD.....Sonoma-Marin Regional Chamber of Commerce—*H. C. McCaughey, Secretary*
WILLITS.....Development Association—*A. B. Guslander, Secretary*

Allied with the

REDWOOD EMPIRE ASSOCIATION

General Offices:
68 POST ST., SAN FRANCISCO
Clyde Edmondson, General Manager